

ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

Vol. I. No. 19

DETROIT, MICHIGAN, JUNE 22, 1927

PRICE FIVE CENTS

GEORGIA POWER CO. STAGES HALF MILLION DOLLAR CAMPAIGN

Bulletins Issued Every Three Days
Report Progress of Twenty
Districts in State

Between May 4 and June 11 the Georgia Power Co., Atlanta, Ga., sold, by means of a state-wide campaign, \$300,000 worth of electrical refrigeration equipment.

The state is divided into twenty districts for the campaign, which will continue through July 1. Each district was given a quota, with the total for the entire state being \$500,000.

Every three days a mimeographed bulletin, "Kole-Fax," is sent out, thus keeping the progress of all the districts before the dealers. The bulletin of June 13 showed six districts as having sold from 105% to 225% of their quota. Considering the districts other than Macon and Atlanta, 77% of the quota had been sold. Atlanta stood at 82% and Macon at 51%.

WOODBIDGE ELECTED PRESIDENT OF ELECTRIC REFRIGERATION CORP.

Succeeds Goss Who Becomes
Chairman of the Board of
Directors

C. K. Woodbridge, who resigned as president and director of the Dictaphone Corporation last February, to become director, executive vice-president and general manager of the Electric Refrigeration Corporation, has been elected president and will continue as general manager of the organization.

A. H. Goss, founder of the Kelvinator Company, and who became first president of the Electric Refrigeration Corporation when it was formed January 1, 1926, assumes the position of chairman of the board of directors.

The Electric Refrigeration Corporation has three main divisions made up of the former Kelvinator, Nizer and Leonard Companies. Kelvinator, Inc., and the Refrigeration Discount Corporation are separate organizations, related to the parent corporation, having control of the sales and time-payment financing, respectively, for the products of the three divisions.

ADVANCE SHOWING OF NEW G.E. REFRIGERATOR IN NEW YORK CITY

Under the direction of Rex Cole, Inc., a two-day showing of the new General Electric Refrigerator was held at the Commodore on June second and third. This was New York's advance view of the refrigerator which the laboratories of General Electric developed after fifteen years of intensive research and experiment.

A steady stream of more than six thousand people visited the exhibit. Models of all sizes were on display. Many of them were in operation.

Visitors gathered in interested groups around each machine. Favorable comments were heard on all sides about the quietness, the simplicity, and the unusual roominess of the refrigerators. Demonstrators answered questions and explained the various improvements and advantages of the General Electric Icing Unit.

Miss Alice Bradley, who is principal of Miss Farmer's School of Cookery in Boston, and Cooking Editor of Woman's Home Companion, has been retained by the General Electric Company in an advisory capacity. She spoke at three different times during the exhibit.

Small leaflets, containing recipes which Miss Bradley developed specially for the General Electric Refrigerator, were distributed.

Mr. Cole, who is the metropolitan distributor of the General Electric Refrigerator, has opened permanent display rooms at 7 East 45th Street.

Formed condenser coils
No scale. Smooth inside. Formed and fabricated
to your order. Write for Prices.
1431 Central Ave., Detroit, Mich.
WOLVERINE
SEAMLESS COPPER AND BRASS TUBING

Electric Refrigeration Cookery Being Demonstrated to Home Service Class in the Model Kitchen of Consolidated Gas and Electric Co., Baltimore



Electric refrigeration cookery is as interesting to women, today, as electric stove cookery, but they must be shown what they can get for their money. Central stations find that the easiest way to show its women customers is to hold electric refrigeration classes. Electric cooking schools are held by the home service departments of central stations so that women may have the opportunity to hear from authoritative sources the real facts about electric cookery.

Electric range manufacturers were quick to sense the need of co-operating with central stations in holding cooking schools. They have supplied the service of home economists and demonstrators to help put their message across. Now that women are demanding information on electric refrigerator cookery, central stations are asking electric refrigerator manufacturers to help them just as the range manufacturers helped them.

Kelvinator, Inc., has established a Home Service Department in charge of Mrs. Katherine Cornell, to co-operate with its central station customers. This illustration shows the model kitchen of Consolidated Gas and Electric Co. of Baltimore, Md., where Mrs. Cornell demonstrated recently. This is a permanent display and will be in charge of an experienced home economics woman. Prospects are obtained and sales closed on the floor after women hear a woman expert tell them about electric refrigerator cookery and what an electric refrigerator can give them all day every day.

MECHANA-KOLD CORP. TO MARKET REFRIGERATOR

Mechana-Kold Corporation, Bay Shore, N. Y., is now manufacturing a single cylinder, methyl chloride electric refrigerator, and is also building a complete line of metal cabinets. The freezing unit of the machine is of the sectional type and may be extended for use in various sized boxes. One-quarter and one-sixth horsepower motors are used with "V" belt drive. The radiator is of the cellular type similar to those used for aeroplane work.

HEINTZ MFG. CO. NOW BUILDING CABINETS

The Heintz Manufacturing Company of Philadelphia, Pa., maker of metal stampings, automobile bodies and body parts, and which has for two years been making steel exteriors and interior framing for refrigerator manufacturers, has now broadened its line to include the fabrication, assembly, painting, and trimming of complete refrigerator cabinets.

At present the manufacturing schedule is for 100 completed cabinets daily, but this number is to be increased to 200 within a very short time. The company expects to specialize in the manufacture of all-steel cabinets of five, seven, and nine cubic foot capacities in order to operate on a quantity production basis.

Leo I. Heintz is president of the corporation; Frank W. Thatcher, vice-president in charge of finance; Ray B. Farrington, vice-president and treasurer; A. L. Lambert, secretary and chief engineer; J. J. Fiechter, works manager; W. C. Demaris, office manager; W. J. Bryan, sales manager; and D. S. Light, purchasing agent.

A Timely Message from the N. E. L. A. Commercial Section

Central Station Leader Approves Aggressive
Merchandizing Methods in Development
of Electric Refrigeration Market

(Special to ELECTRIC REFRIGERATION NEWS)

Omaha, Nebr., June 20—Electric Refrigeration has become one of the most important activities of the Commercial National Section of the National Electric Light Association. The committee which will be in charge of this activity during the coming year should be organized promptly and urged to push measures looking toward a greater development of the market. The committee should take the leadership in furtherance of co-operation between the various interests and lend its influence toward increased stabilization of the electric refrigeration business. The Commercial National Section fully recognizes the potential value of electric refrigeration as an opportunity to double the household load on central station lines, and as a benefit to all appliance business by focusing renewed attention upon electric service in the home. I am sure that the central stations look with favor upon the aggressive advertising and merchandising methods being pursued by electric refrigerator manufacturers, and that they may be depended upon to assist in bringing about the widespread use of this popular appliance.

J. E. DAVIDSON,

1926-27 Chairman Commercial National Section.

INCREASES NET EARNINGS AND RENDERS USEFUL SERVICE TO CUSTOMERS

Electric Refrigerator a Most Excellent Load Builder

By F. H. Hill, Vice-President, Elmira Water, Light, & R. R. Co., Elmira, N. Y.

A large part of the future growth of the electrical industry will come from selling more electricity through existing residential meters, thereby increasing the gross and net revenue, and the number of k.w.h. sold.

These additional k.w.h. will come mainly from better lighting in the home, and by more extensive use of electric ranges, electric refrigerators and electric ironing machines.

(Continued on Page 4, Column 1)

ELECTRIC REFRIGERATION WELCOME ADDITION TO CENTRAL STATION LOAD

Believes Manufacturer Should Take Responsibility for Service

By A. G. Wishon
President, San Joaquin Light & Power Company, Fresno, Calif.

We are in the center of the greatest ice manufacturing section of California, and carry a very large power load for the ice companies. On the other hand, we are serving a large number of electric refrigerators that are being installed on our system, which are a very welcome addition to our load, but we are trying to have the manufacturers understand that they must accept the responsibilities of their equipment, its maintenance, service and general satisfaction.

WOMEN ORGANIZE EDUCATIONAL WORK

Representatives of Manufacturers
Will Provide Information on
Electrical Housekeeping
Appliances

An important development at the recent convention of the National Electric Light Association in Atlantic City was the organization of a committee of women representing the manufacturers of household appliances and forming a part of the women's division of the N. E. L. A., to develop a source of accurate information on the subject of the electrical housekeeping appliances from which members of the various women's committees may obtain the co-operative help necessary for carrying out of educational programs on appliances.

Miss Mildred A. Nichols, of the Graybar Electric Co., New York, is chairman of the committee, which will be composed of twelve members, representing the twelve geographical divisions of the N. E. L. A. Each member will be appointed as a member at large on the women's committee of the N. E. L. A. for their respective divisions, and will be responsible for the manufacturers' activities in that division.

Each divisional representative will form a committee consisting of one manufacturer's representative from each state in her division. The state members will be members at large of the state women's committee of the N. E. L. A. and will be responsible for getting together manufacturers' representatives (women who are doing educational work on electrical appliances in that state).

During the convention at Atlantic City a canvass was made of the manufacturers who had women in their employ doing educational work and who were therefore eligible for appointment on the committee. The electric refrigeration group showed surprising activity in this type of work. Mrs. Katherine Cornell, of Kelvinator, Inc., has been appointed manufacturers' state representative for Michigan. Miss Edith Pine, of the Benjamin Electric Mfg. Co., Chicago, will be the Illinois state representative. Mrs. Earl, of the Servel Corp., and Miss Grace Taylor, of the Frigidaire Corp., are scheduled to work with the Eastern division.

Miss Nichols reports the appointment of the following representatives up to the present time: *New England Division*—Miss Hausman, Walker Pratt Co., Boston, Mass.; *Southeastern Division*—Mrs. Lillian McLaughlin, Westinghouse Electric & Manufacturing Co., Atlanta, Ga.; *Northwest Division*—Martha O. Goldapp, General Electric Co., Portland, Oregon; *Great Lakes Division*—Frances Weedman, Edison Electric Appliance Co., Chicago, Ill.; *East Central Division*—Alice L. McCarren, Westinghouse Electric & Mfg. Co., Mansfield, Ohio; *Middlewest Division*—Janet Wagner, Kohler Co., Omaha, Nebr.; *Eastern Division*—Helen McKinley, Edison Lamp Works, Harrison, N. J.

In the New England division the following state representatives have been appointed: *New York and Vermont*—Grace M. Halliwell, Westinghouse Electric & Mfg. Co., Boston, Mass.; *Massachusetts*—Mrs. Sally Bean, Walker Pratt Co., Boston, Mass.; *Rhode Island*—Mrs. Patricia Rennie, United Electric Supply Co., Providence, R. I.; *Connecticut*—Mrs. Rose Stewart, American Ironing Machine Co., Springfield, Mass.

In the Great Lakes division, the following state representatives have already been appointed: *Michigan*—Mrs. Katherine G. Cornell, Kelvinator, Inc., Detroit, Mich.; *Wisconsin*—Katherine L. Goepfinger, Malleable Iron Range Co., Beaver Dam, Wisc.; *Illinois*—Edith K. Pine, Benjamin Electric Mfg. Co., Chicago, Ill.

In the East Central division Miss Anne Robertson of the Armstrong Mfg. Co., Huntington, W. Va., has been appointed state representative for *West Virginia*.

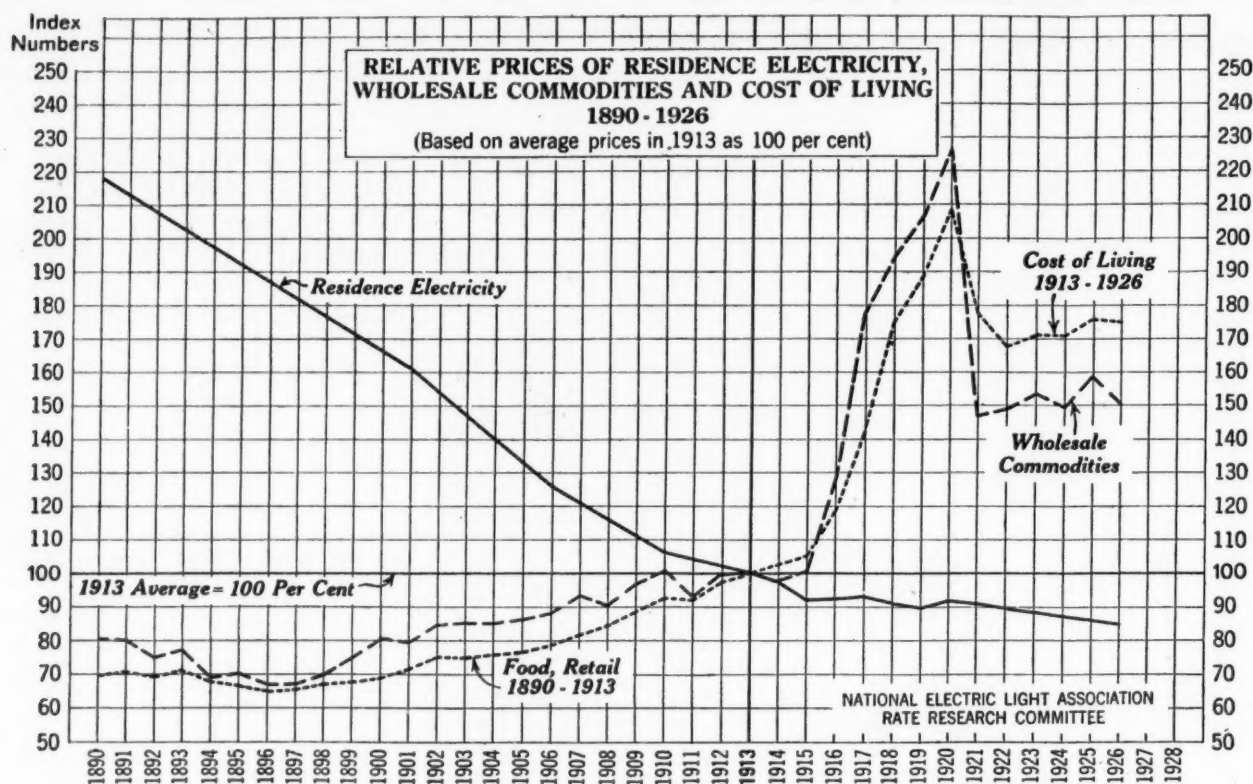
In the Eastern division, the following state representatives have been appointed: *New York*—Miss Brown, General Electric Company, New York; *New Jersey*—Evelyn Duval, Westinghouse Electric & Mfg. Co., Springfield, N. J.

WHITNEY JOINS ELECTRIC

G. G. Whitney, formerly assistant director of advertising of Kelvinator, Inc., Detroit, has been appointed advertising manager of the Belding-Hall Electric Corporation, Belding, Mich. Mr. Whitney has been connected with the Kelvinator advertising department for the past three years. He will be succeeded by R. M. Douglas.

All high grade refrigerators
are Monel Metal trimmed
Monel metal
THE INTERNATIONAL NICKEL COMPANY, 27 WALL STREET, NEW YORK CITY

Cost of Electric Service Continues to Decrease



Prospective purchasers of electric refrigerators who hesitate because of the cost for operating current, will be interested in the above chart which shows the relation between the cost of living and the cost of

electricity over the period from 1890 to 1926. It is notable that the price of current has continued to decrease through good times and bad and regardless of the ups and downs of other necessities for the

modern household. The chart is taken from the report of the rate research committee presented at the fiftieth annual convention of the National Electric Light Association, Atlantic City, June 6-10, 1927.

FOWLER CORP. TO MANUFACTURE UNIT

Machine Soon in Production—Piston Type Compressor—Sulphur Dioxide Refrigerant

After fourteen years of development the Fowler Refrigerating Machine Corporation of Baltimore, Md., will start production soon on an electric refrigeration unit, using sulphur dioxide as a refrigerant. The unit will be air-cooled, using a piston type compressor.

Elbert Fowler, chief engineer of the Fowler Corporation, and designer of the unit, was formerly power engineer of Carnegie Steel Company, and has been consulting engineer for other companies. During the World War Mr. Fowler had the rank of captain, chief of machine guns, small arms administrative branch of the Ordnance Department of the United States army.

The present officers of the corporation are Fleming B. Fowler, chairman of the board; Elbert Fowler, vice-president and chief engineer; Herbert Shaeffer, secretary and treasurer.

Covers a Wide Field

"May I take this opportunity of congratulating you on the current issue of ELECTRICAL REFRIGERATION NEWS? It is not only very interesting, but most instructive, and you are to be especially congratulated on the wide field that you have covered. It shows increasing interest particularly from the utility point of view, when one considers the numbers of articles that you have emanating from that branch of the industry."—O. C. Small, manager service department, The Society for Electrical Development, Inc., New York.

FOULDS PROMOTED

H. W. Foulds, who has been advertising manager of the Servel Corporation, New York, is now assistant to the president, Colonel F. E. Smith.

Branch of Boston Department Store to Feature Electric Refrigeration

One of the features of the new branch store of the electrical department of the Gilchrist Company, one of the largest department stores in Boston, will be the electric refrigeration section. This branch store, which is located at 749 Boylston St., is a Kelvinator dealer.

The following booklets and pamphlets relating to electric refrigeration were distributed at the booths of the exhibitors at the N. E. L. A. Convention at Atlantic City June 4-6.

Becker Brothers Appointed Distributors for ElectrIce

Becker Brothers Electrical Corporation, 23 No. Jefferson St., Chicago, has been appointed distributors for the Belding-Hall ElectrIce Corporation for Northwestern Indiana and Northern Illinois. Becker Brothers have been in the electrical business for 36 years. They have established a show room and retail store in the Pullman Bldg., at 71 East Adams St.

New Distributor for Iroquois in Western New York

Seeber & Hofheins, 861 Main Street, Buffalo, N. Y., have been appointed distributors for the Iroquois Electric Refrigerator in Buffalo and Western New York. A formal opening of their new show room will be held this week.

A Splendid Paper

"We are receiving right along the ELECTRICAL REFRIGERATION NEWS, and consider it a splendid paper."—H. L. Murill, sales manager, Harder Refrigerator Corp., Cobleskill, N. Y.

For...

37 Years

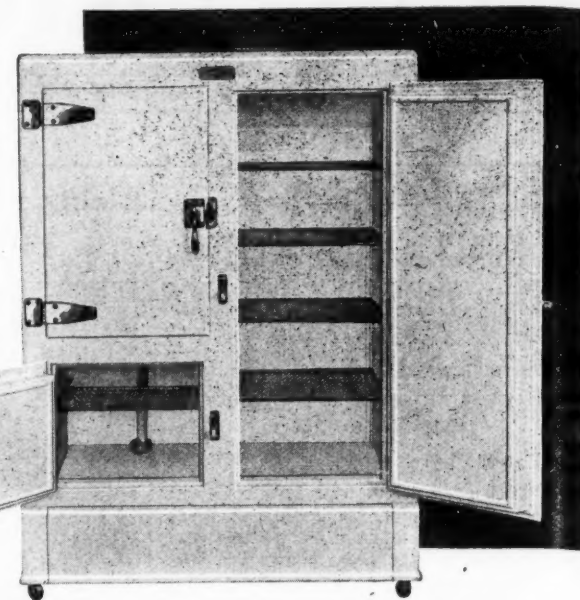
Unsurpassed Among Refrigerators

Now

The Perfect Combination for Electric Refrigeration

Distinctive Features

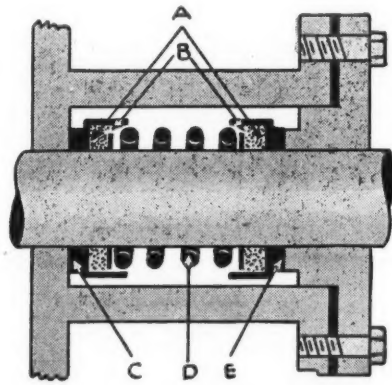
Heavily insulated doors and walls—choice of three superior linings—extra heavy brass hardware, nickel plated—no sharp corners or mouldings—quartered oak or white enamel finish—with or without HERRICK base for self-contained unit.



Your favorite electric refrigerating unit and the HERRICK cabinet will give your customers the best there is in refrigerator design, construction and efficiency. The HERRICK for Electric Refrigeration has all the features that have made the HERRICK the "easiest selling line in America"—the "masterpiece of refrigerators." Write or wire for sample. Or send for illustrated circular describing new models. HERRICK REFRIGERATOR COMPANY, 1026 River Street, Waterloo, Iowa.

Food keeps BEST in the HERRICK
THE ARISTOCRAT OF REFRIGERATORS

The PERFECT SEAL!



Sectional View of Cooke Seal Ring:

- A—Rubber packing rings.
- B—Metal plates.
- C—E—Seal rings.
- D—Spring.

The specially heat-treated seal rings, which have a low coefficient of friction, are kept compressed against the walls of the housing by the spring. The rubber packing rings grip both the shaft and the metal plates, so that the entire assembly rotates with the shaft on ground joints with gland, and back of stuffing box.

Years of flawless service tell the successful story of COOKE Seal Rings for rotating shafts

THE MOST imperative requisite for mechanical refrigeration—especially of the domestic type—is an absolutely dependable seal against loss of gas or oil.

THIS IS attained positively and permanently with the COOKE Seal Ring—the mechanical device that rotates with the shaft.

MECHANICALLY SOUND, simple in operation, requiring no attention, it will outlast the machine on which it is installed.

IT IS NOW standard on many of the better refrigerating machines, both commercial and domestic.

WRITE for catalog and detailed information, which will bring you a list of sizes from which you can select the assembly you need.

COOKE SEAL RING
20 North Green Street Chicago

The entire assembly rotates with the shaft

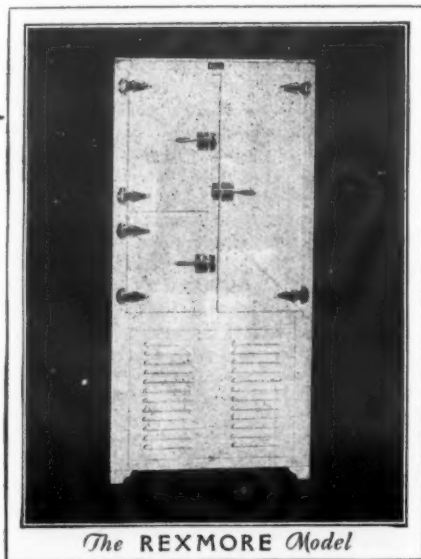
A refrigerating machine is only as good as its seal!

Cooke Seal Ring

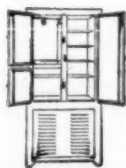
Ask for your copy of the leaflet on Cooke Seal Rings. It describes them fully, and gives a list of the assemblies you may select to fill your requirements.



The end of stuffing box trouble on rotating shafts



The REXMORE Model

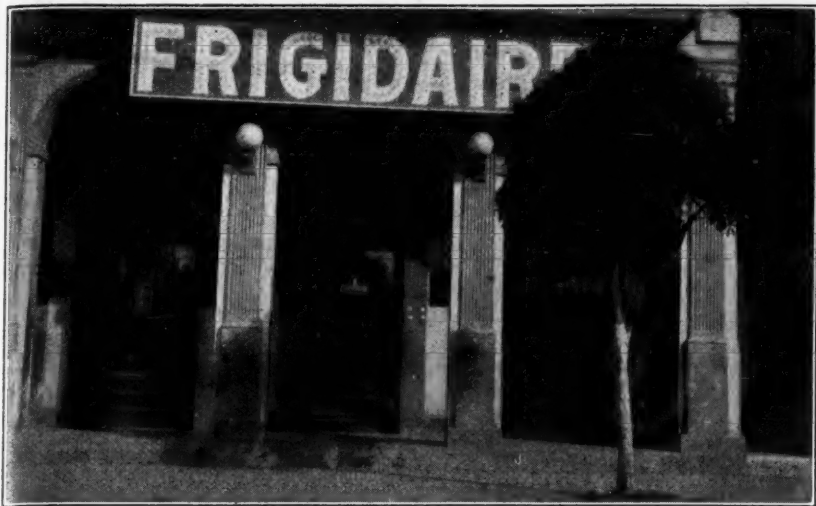


Rex builds only one product in the refrigerator field—Rex fine metal cabinets for electrical refrigeration. And Rex cabinets clearly reflect the quality advantages of this policy.



FINE METAL CABINETS FOR ELECTRICAL REFRIGERATION

Porto Rican Central Station Sells One Machine— Encourages All Dealers Prepared To Give Service



"The above photograph," says W. H. Ferguson, manager of the Ponce Electric Company, Ponce, Porto Rico, "speaks louder than words in giving our views on the subject of electric refrigeration. Although pushing only one machine, we encourage dealers who can give adequate service to handle other makes, and nothing would be more helpful than healthy competition in promoting sales. Service being the big IF in the marketing of electric

refrigerators, we frown on any dealer or manufacturer who tries to sell on our lines without being prepared to give prompt, efficient service.

"The article by H. E. Young, entitled 'Are Central Stations Peculiar?' which appeared in the April 13th issue, covers the subject fully and from the viewpoint of the public utilities. Of course, it is easy to see how the manufacturer may consider our policy as backward."

DEALERS WILL PROFIT BY LEADERSHIP OF CENTRAL STATIONS

Equipment Must Be Reliable,
Carefully Installed and
Promptly Serviced

By R. R. Young, V.-P. in Charge of
Sales, Public Service Corp. of
N. J., Newark, N. J.

Electric refrigeration, domestic and commercial, returns to the central station a greater revenue per kilowatt of connected load than any other apparatus connected to our lines.

Statistics seem to indicate that at the beginning of this year there was a minimum of approximately three millions of potential buyers of electrical refrigeration apparatus. The sales during this year will probably approximate five hundred thousand units. Quite naturally central station executives look upon electrical refrigeration as a very desirable business.

Participation by central station companies in the development of electrical refrigeration business probably lends to the industry a certain leadership and stabilization which promotes conditions favorable to profitable participation in the business by other classes of dealers.

If central stations are to continue to actively and successfully promote electrical refrigeration, the apparatus must be thoroughly reliable, manufacturers must fill orders promptly, and machines must be carefully installed and promptly serviced.

Satisfactory customer relations are perhaps of more importance to central stations than to any other firm. Central station executives should guard these relations with utmost care and should not tolerate any condition that threatens them.

Perhaps no other phase of central station service so intimately affects the life of a family as the service supplied to operate a refrigerating unit, and few conditions

would so thoroughly disturb customer relations as faulty refrigeration service.

Central Stations Cannot Afford to Disregard Ice Industry

In developing the electrical refrigeration business, central stations cannot afford to disregard the ice manufacturing industry. The total investment in the ice industry in the United States is in excess of \$750,000,000. The volume of business accomplished by the ice industry in 1926 exceeded \$300,000,000.

The sale of current to ice manufacturers is of considerable volume, and nothing should be done to disturb the friendly relations that have long existed between central station companies and ice manufacturers.

The advantages of electrical refrigeration are so apparent that it will be adopted by all who can afford it. It is not necessary to reflect unfavorably on the use or cost of ice; and it is unnecessary and futile for ice manufacturers to attempt to discredit electrical refrigeration. Co-operation of central stations and ice manufacturers in an effort to inform the public regarding the value of better refrigeration will create a greater market for both ice and electrical refrigeration, as it has been said that only a little over one-third of the population of the United States uses refrigeration of any kind. The effort to sell electrical refrigeration has already resulted in improved ice refrigerators. When people know the economic and hygienic value of proper refrigeration, that foods are not properly preserved in temperatures above 50° F. and that it is impossible to maintain temperatures below 50° F. in boxes that are inadequately iced, then many who now use no refrigeration will buy ice and a large number of those who now use it will buy more of it. Sincere and intelligent co-operation between central stations and ice manufacturers to promote better refrigeration will promote a greater profit for both.

There is very little doubt that the electrical refrigeration business will be maintained on a basis that reflects credit to both manufacturers of apparatus and to central stations, and that it probably will

develop into a greater volume of sales than that of any other electrical apparatus ever put on central station lines.

BRITISH RAILROAD USES ELECTRIC REFRIGERATION

The distinction of being the first railway in the world to introduce electric cooking is claimed by the London and North-Eastern Railway, and this transportation company has gone a step further and installed electric refrigerators for dining car service. The G. W. Railway has also made electric refrigeration installations for dining car service.

In the case of the L. N. E. R., an experimental test was run with apparatus fitted to the company's existing standard type ice cabinet. As there was no floor space available for accommodating the refrigerating plant, a special carrier cradle containing the ¼ h. p. compressor unit was fitted to the underpart of the coach frame work. This particular experimental equipment has been in continuous operation since 1925 without giving the slightest trouble, and so successful has been the experiment that practically all the L. N. E. R. Company's electric kitchen cars have now been so fitted. In the latest type of equipment recently completed actual refrigeration extends through the partition wall into the stewards' pantry.

The plant in question operates at 200 volts d. c., and, as the electric cooking equipment also works on this pressure, no difficulty was experienced in fitting the compressor unit with a motor to operate at this supply, which is obtained from generators on the train.

With regard to the G. W. R., the existing conditions imposed low voltage equipment to synchronize with the lighting plant pressures of 25 to 32 volts d. c., and on this system the long runs ensure ample power supply. The Torbay and Bristol expresses are the best-known electrical refrigerating installations on the G. W. R., and these have now been running on extended tests.

THE WORLD'S LARGEST MANUFACTURER OF REFRIGERATORS FOR ALL PURPOSES

For ELECTRIC Refrigeration

McCray refrigerators may be used with any type of electric or mechanical refrigeration. All models are ready for immediate installation of the cooling unit. Remember quality in the refrigerator is vital to satisfactory service whether ice or machine is used.

Pure corkboard insulation, covered with waterproof insulating sheathing and sealed with hot hydrolene cement, insures perfect air-tightness in all McCray refrigerators.



A Refrigerator That SELLS Food

A REFRIGERATOR that sells food by displaying it temptingly, at the customer's eye-level — by keeping it fresh, wholesome, appetizing in appearance as well as flavor!

This is the McCray 103, shown above, with which merchants everywhere are building bigger business, cutting operating costs, avoiding spoilage and increasing profits. Used with Electric Refrigeration

or ice, every McCray model insures efficient, economical, enduring service. Built upon basic patents, in accord with an unyielding ideal, McCrays are the accepted standard of refrigerator quality.

For 37 years McCray refrigerators have been giving daily proof in service of the staunchness which marks every hidden detail of construction—in stores, markets, hotels, clubs, restaurants, hospitals, institutions, florist shops, homes. Send the coupon for details about refrigerators for your needs.

McCray Refrigerator Sales Corporation
Lake St., Kendallville, Ind.
Salesrooms in All Principal Cities (See Telephone Directory)

McCRAY

REFRIGERATORS

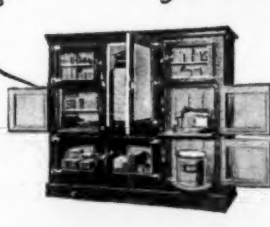
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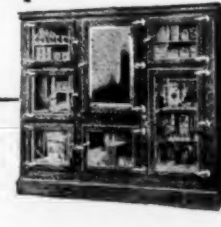
McCray No. 150



McCray No. 185



McCray No. 410



McCray No. 411



McCray No. 405

*A solution to
your valve troubles*

FORGED OR DIE CAST BRASS
MECHANICAL
REFRIGERATION

Shut off and Cylinder
Valves of Quality
in Standard Designs
or to your specification

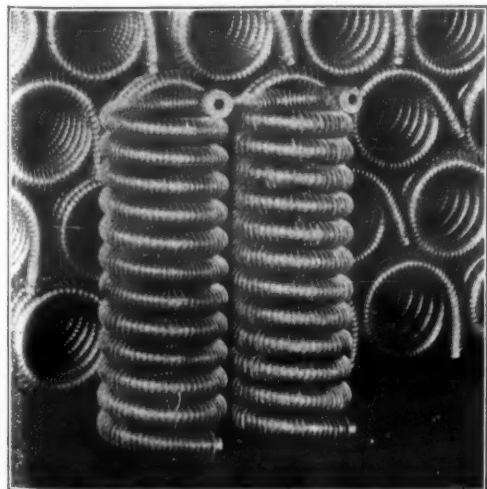
KERO TEST MANUFACTURING CO.
Pittsburgh, Pa.

KERO TEST

REGISTERED U.S. PAT. OFF.

ROME CONDENSERS

High Efficiency One Piece Seamless Copper Tube type
formed to any desired shape.



Send us your blue prints

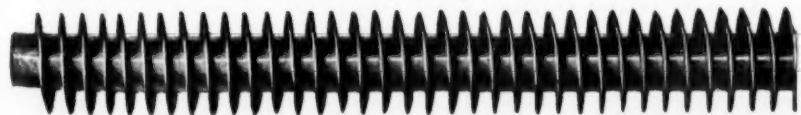
We make a great variety
of sizes, shapes and types

Compact, efficient,
leak-proof

Quantity Production

Stampings, Tanks and
Sheet Metal Parts

ROME-TURNEY RADIATOR CO. ROME, N. Y.
In Detroit, S. J. Fitzsimmons Co. Woodbridge & McDougall Ave.



ENDORSEMENT OF POWER COMPANIES ACCELERATES PUBLIC ACCEPTANCE

Insistence on Improvements Has Reduced Service Calls

By Gordon W. Kingsbury, Director of Advertising, Kelvinator, Inc., Detroit, Mich.

The power companies have done several things for the electric refrigeration industry.

Both directly and indirectly they have assisted in the distribution. Besides doing some of the marketing, and in many sections of the country, most of the marketing, they have helped to secure the good will of the public for electric refrigeration. This task has not been completed, but the power station endorsement of electric refrigeration has had a marked influence toward the acceleration of public acceptance.

From an engineering viewpoint the power companies have contributed definite suggestions. The insistence that improvements be made has resulted in a reduction of service calls. A power company knows that it will not need to make even an average of one service call per machine per year. Such a record, when compared with figures collected during the early stages of the industry, is a fine testimonial to the work done by electric refrigeration engineers. They thank their central station friends for the suggestions that have contributed toward that end.

Though power companies are appreciating that the merchandising of electric refrigerators offers increased revenue per K. W. of demand, they are also coming to realize that selling electric refrigerators affords a merchandising profit. Because of this, the power companies are organizing for intensive selling. Their reward comes both from the increased load and the compensation from the selling.

Greater than either of these rewards is the satisfaction of making a distinct contribution to human comfort and happiness. The power companies have done real yeoman service in some of their pioneering. Human drudgery has been reduced to the minimum—thanks to the electrical industry in general and central stations in particular. St. Peter will pass the power company men through his "Pearly Gates" without a question. He will surely realize that they have contributed to a "better way of living."

INCREASES NET EARNINGS AND RENDERS USEFUL SERVICE TO CUSTOMERS

(Continued from Page 1, Column 3)

The electric refrigerator in the home is a most excellent load builder for the electric company.

No additional investment is required for lines, transformers, services, or meters—in fact, the only additional expense to the electric company (producing current by steam) is for a few pounds of coal.

The electrical refrigerator uses more k.w.h. than the total present consumption of the average home—and the installation of an electric refrigerator often turns an unprofitable electric user into a profitable customer. Moreover, much of the electricity used by the refrigerator is used in the summer months, when the lighting load is less—so that the refrigerator load helps to "fill up the valley" on the annual load curve.

We find an enormous interest on the part

Milwaukee Department Store Executive Outlines Advantages of Electric Refrigeration in the Home

"Home owners everywhere are finding that electric refrigeration increases the value of the home from the sales standpoint," Earl Merrett, manager of the refrigeration department of Schusters' three stores of Milwaukee, Wis., says. "Also the home with electric refrigeration lends itself to rental more readily, and the tenant will pay more on account of the added convenience."

Electric refrigeration is ideal from the standpoint of convenience and food preservation, presenting its greatest economy to the housewife by enabling her to buy food in quantity at a lower price, Mr. Merrett adds. The reduction of the shopping tour from five or six mornings a week to one or two means a great saving of time, while the short vacation or week-end holiday becomes a delight when electric refrigeration has eliminated extra preparation and hurried buying on the return.

"The trend is toward the complete box and unit, rather than having the compressor in the basement," according to Mr.

Merrett. "Machines are so noiseless today that to have your unit in your refrigerator in your kitchen is much more convenient. Having your unit complete enables you to take the refrigerator to your summer home. It also enables you, should you sell your home, to take the refrigerator out if you desire to do so."

Care in the selection of a refrigerator is stressed by Mr. Merrett, who says that the insulation should consist of at least two inches of pure cork board, and that the lining be of seamless porcelain enamel, whether the box be of wood or of steel. He tells the prospective customer to investigate the kind of steel used, and to find out if it is lead coated or not, as this is an insurance against rust.

The placing of the refrigerator in the kitchen is important, he says, as he advises that it be placed opposite the stove and near the cabinet. The refrigerator should never be placed in front of a window, or next to a radiator or a stove.

DEALER CELEBRATES 550th INSTALLATION

A little more than a year ago the only Kelvinators in the Hudson River territory between Yonkers and Peekskill were those on the John D. Rockefeller estate. Last month the Kelvinator Shop of Tarrytown celebrated the installation of the 550th Kelvinator in that territory.

Speaking about the future of electric refrigeration, J. B. Greiner, Jr., president of the recently incorporated company handling Kelvinators in Tarrytown, said: "True, electric refrigeration in this territory is in its pioneer stage, but we are making sales, and every sale invariably leads to another. We are delighted with the response we have met everywhere."

of our customers in electric refrigeration, and our main problem at present is to call on our prospects fast enough, and to get deliveries on refrigerators to fill our orders.

In order to sell electric refrigeration (and electric cooking) it is necessary to have proper "follow-on" rates to encourage extensive use of electricity in the home. We have a residential rate that accomplishes this, namely:

First 25 k.w.h. per month, at.....8c
Next 25 k.w.h. per month, at.....6c
Next 25 k.w.h. per month, at.....4c
Next 25 k.w.h. per month, at.....3c
All over 100 k.w.h. per month, at.....2½c

Whenever an electrical customer of a company having a proper rate structure uses an electric refrigerator, he finds that the cost is very low compared to the service received. Being impressed with the cheapness of electric service, he will use current still more extensively.

We feel that there is a very large market in the households for electric refrigerators, and that a cultivation of this market is most profitable to the electric company, both because of increased net earnings, and because of rendering a very useful service to the customers.

NEW DISTRIBUTORS FOR GENERAL ELECTRIC NAMED IN WISCONSIN

Waukesha, Wis., has been made the distributing headquarters in southern Wisconsin for the new General Electric refrigerator. Dealers will be appointed in twenty leading cities, excepting Milwaukee and Madison, according to Donald S. Stopflet, who has been named district distributor.

The Hartman Electric Company, of Sheboygan, Wis., has been appointed distributor of the General Electric refrigerator in Sheboygan County, and the W. & F. Block Co., Kenosha, will handle the same product in that city.

WM. F. GRAY OPENS NEW STORE IN CLEVELAND

The formal opening of the new main store of William F. Gray, Inc., Cleveland distributor for Frigidaire, was held at 1371 Euclid Avenue, on Tuesday, June 8. E. G. Biechler, president and general manager of the Frigidaire Corporation, J. A. Harlan, household sales manager, and Charles McKinley, zone manager, were present at the opening. The Gray Company now has four stores in Cleveland, and also maintains a service department at 2122 Euclid Avenue.



SPECIAL!

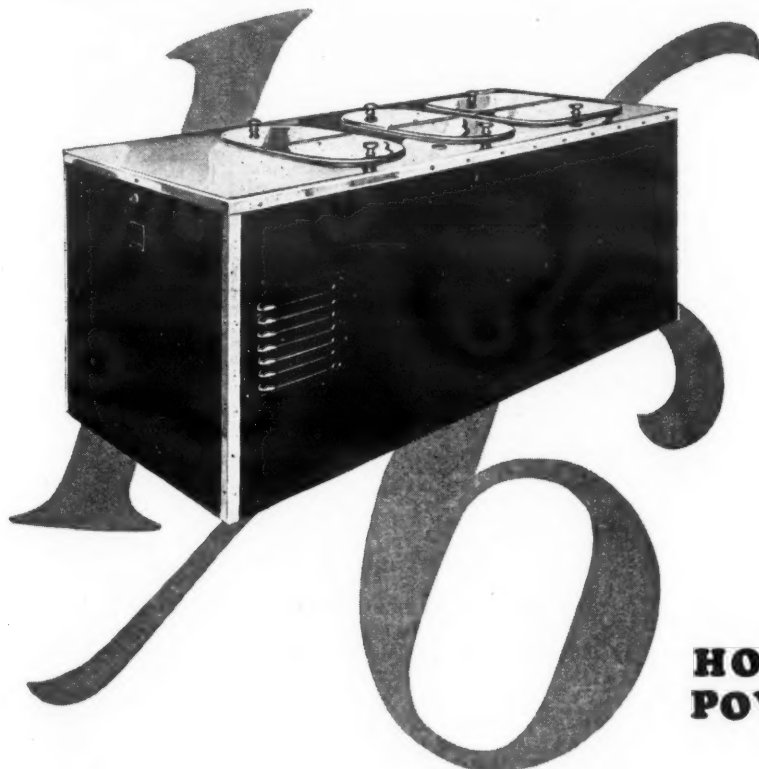
Two Door
Metal Clad
Refrigerators

\$40⁰⁰ Subject to Prior Sale
F. O. B. Erie, Pa. . . .

Insulated with pure Cork Board • Designed especially for Electric Refrigeration • Beautiful Lacquer Satin Finish • White Enamel Lined

	WIDTH	DEPTH	HEIGHT
Outside overall	29½"	23"	65"
Inside	23"	17½"	34¾"
DOOR OPENING			
Storage	23"		19½"
Coil	23"		11"

GLOEKLER MANUFACTURING CO.
ERIE, PA.



Nizer "Combination Ice Cream and Bottled Goods" Cabinet for 20 gallons of ice cream and ample storage space for bulk milk, bottled goods, or both. Compact, efficient, durable, economical! The answer to your small-stop problem!

HORSE POWER

Why

it is good business to select NIZER

for your stops

Lay aside all your own good reasons for choosing Nizer—its steadfast policy of cooperating with ice cream manufacturers, the longer life of Nizer cabinets, their comparative lack of service requirements.

Consider your choice of electric ice cream cabinets from the viewpoint of your stops. There is one big, overpowering reason why Nizer is your logical choice.

Nizer cabinets are economical to run. Their consumption of electricity has been proved to be considerably lower

than any other electric cabinets of the same capacities. No compromise with efficiency! That is the reason. The famous Nizer principle of direct drive and efficient Universal Motors make it possible for Nizers to attain the greatest ice-melting capacities per K. W. H.

Nizer-equipped stops make more profits. Profitable stops give you more business. And your own profits may be measured by the profits of your stops. Write any Nizer branch for information.

Nizer

REGULAR U. S. PATENT OFFICE

THE PIONEER ELECTRIC ICE CREAM CABINET

Sold only to or through ice cream manufacturers by Nizer, Division of Electric Refrigeration Corporation, and in Canada by Kelvinator of Canada, Ltd., London, Ontario

Nizer Sales and Service

Plymouth Road, Detroit
816 Sharples Bldg., Chicago
431 Spring St., Atlanta, Ga.
620 S. Delaware Ave., Philadelphia

1 West Forty-seventh St., New York
4003 Wentworth Ave., Minneapolis, Minn.
1911 Washington Ave., St. Louis
164-166 Manassas St., Memphis, Tenn.
208 Third Avenue, S., Seattle, Washington

171 Sidney St., Cambridge, Mass.
1916 Gorman Avenue, Waco, Texas
901 Pacific Bldg., Los Angeles, Cal.
701 Pacific Bldg., San Francisco

DT-116



QUALITY
REFRIGERATION
CONTROLS



No. 97—Surface Switch

CON-TAC-TOR Quality Controls are available for both commercial and domestic refrigeration units of all types. With the mercury switch as a foundation, these Controls have been designed for simplicity, dependability, long life, accuracy and ease of installation. In addition, they are available at prices which will save money for their user.

Try them for 30 days on your own unit and be convinced of their Quality.

No. 70 Pressureswitch

No. 26A Convoswitch

No. 75 Bulbswitch

No. 97 Surfaceswitch

No. 115 Airswitch

A new catalog will soon be ready. Copy on request.

ABSOLUTE CON-TAC-TOR CORPORATION

ELKHART, INDIANA

Prominent Representatives of the Electric Refrigeration and Central Station Industries on the Board Walk at Atlantic City



Contest No. 1—How many of the above do you know? **ELECTRIC REFRIGERATION NEWS** offers one year's subscription as a prize to each of the first five readers who are able to name all of the twenty-six men shown in the above pictures. This contest is open to all. Think of it! One issue of the **ELECTRIC REFRIGERATION NEWS** for every man named. Simply write the names, sign, and mail. No fair sending telegrams collect.

—And Some of the Reasons Why They Were on the Board Walk



Contest No. 2—Here is the chance to earn the big money. **ELECTRIC REFRIGERATION NEWS** will pay five dollars (\$5.00) in cash for the names (or telephone numbers) of the bevy of board walk beauties pictured above.

Atlantic City Asked: *What is* Low Pressure Electric Refrigeration?

AND the answer registered the fact that Low Pressure Electric Refrigeration (doubled in value by Slow Speed) brings about the operating conditions long hoped for by the Industry.

The continued progress of electric refrigeration rests on ability to cut service requirements to the point where they become of no consequence or concern to anyone.

The importance of Welsbach refrigeration lies in the fact that it achieves this goal.

The mechanism, operating at only 20 lbs. pressure

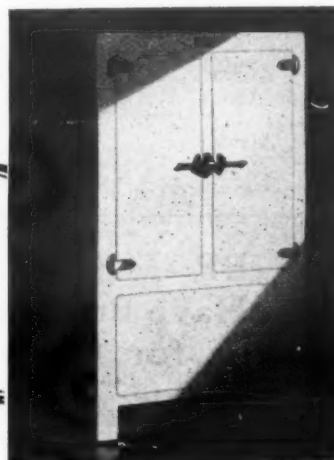
and but 280 R.P.M., is not called upon to stand high pressure or high speed. There is no strain on joints. There is no vibration. The wearing of parts is inconsequential.

Smoothness of operation, *quiet* operation, naturally follow, as does freedom from interruptions to service. Economy in operating cost is achieved.

Low Pressure Electric Refrigeration by Welsbach has made itself felt in a forceful manner. Central Station Officials, Distributors and Dealers are finding that a greater knowledge of Welsbach Refrigeration increases their admiration.

20 pounds PRESSURE

280 R.P.M.



Address
WELSBACH COMPANY
307 Ellis St.
Gloucester City, N. J.
Adjacent to Phila., Pa.

Welsbach

LOW PRESSURE ELECTRIC REFRIGERATION

Welsbach Cabinets and equipment—from foundry to finished product—made in the same plant.

ELECTRIC REFRIGERATION HAPPENINGS IN SEATTLE

Copeland Conference in Pacific Northwest—Kelvinators Given to Hole-In-One Golfers—Other News Notes

A two-day conference of electric refrigeration salesmen of the Copeland organization was recently held in Seattle. The conference was held under the direction of W. D. McElhinny, of Detroit, vice-president of Copeland Products, Inc. A number of the organization in the Western Washington territory attended the sessions held in the Hotel Olympic.

Chapter of N. A. P. R. E. Formed

A chapter of the National Association of Practical Refrigerating Engineers is being formed, as a result of a meeting May 17 in the Bell St. terminal of the port commission of Seattle, Wash. Besides refrigerating engineers, those interested as owners or otherwise in mechanical refrigeration, may be associate members. Seattle is planning to participate in the annual convention at San Francisco, Calif., November 29 to December 2, through the newly formed chapter.

Electric Refrigeration Shown At First Annual Home Institute

Demonstrations and displays of the latest model electric refrigerators were striking features of the First Annual Home Institute organized in Seattle and carried out May 16 to 18, at the building of the Standard Furniture Company. The entire main floor of the large furniture company was devoted to individual displays.

Kelvinators For Hole-In-One

The Radio Sales Corporation of Seattle is offering a \$25 purchase credit on Kelvinator electric refrigeration to any golfer, man or woman, professional or amateur, who makes a hole in one during a complete round of golf, with at least one opponent or partner, on the local golf links.

Install Electric Refrigeration In Fine Residences

Automatic electric refrigeration will be a feature of the new exclusive residences to be built in the Montlake district by the Long Building Company. This company plans four large dwellings on a tract on Edgar street, south of the Montlake canal, between 24th avenue carline and Washington Park. Specifications call for electric refrigeration installation.

Frigidaire Awarded As Grand Prize in Rug Contest

The Frigidaire refrigerator recently offered as the grand prize in the Hooked Rug Contest in Seattle was awarded to Mrs. W. L. Stephens of Earlington, Wash. She has been making hooked rugs for 30 years.

Electric Refrigeration Dealers Exhibit at Electrical Show

Electric refrigeration dealers in Seattle participated in an electrical show held the week of May 16-21. An extensive exhibit of electrical equipment occupied the entire second floor of the new Ranke building.

CORRECTION

In the May 25 issue, under the headline "Ice Men Awakened by Machine Competition," extracts from a paper delivered by John Nickerson before the Pennsylvania Ice Producers' Association Convention were quoted. Mr. Nickerson was referred to as the publisher of *Ice and Refrigeration*, whereas, the paper was delivered by John Nickerson, president of John Nickerson & Co., 61 Broadway, New York. J. F. Nickerson, of Nickerson & Collins Company, 5707 West Lake Street, Chicago, is the editor of *Ice and Refrigeration*. The error was due to the similarity of the names and the fact that both gentlemen are actively interested in the subject of refrigeration.

A Most Creditable Issue

"I wish to congratulate you and your associates on the excellent progress made with your *ELECTRIC REFRIGERATION NEWS*. The issue of May 25th is a most creditable one, and we assure you that we congratulate you on the excellence of this paper."—James Larkin, secretary, The American Society of Refrigerating Engineers, New York City.



Kelvinator-Nizer standard Commercial Freezing Tanks Constructed from Wilder Metal

WILDER METAL SHEETS Have Proven Superior for Commercial Brine Tanks

—INSURES—
Permanence against corrosion at minimum cost

Prompt shipment of standard gauges and sizes from warehouse stock

SAMPLES FURNISHED ON REQUEST

WILDER METAL CO.
NILES, OHIO

Views of Cooperative



Fourteen nationally known makes of electric refrigerators were represented at the Electric Refrigeration Show held May 24—June 4, under the auspices of the Union Electric Light & Power Co., St. Louis, Mo.

Exhibit in St. Louis



(Upper views) Window displays of Union Electric Light & Power Co.



(Center and lower left) Commercial units on display. (Lower right) Interior of show rooms.



APRIL EXPORTS OF ELECTRIC REFRIGERATORS

Figures from the Bureau of Foreign and Domestic Commerce, Washington, D. C.

Countries	Refrigeration Sets Up to 1 ton capacity	
	Number	Dollars
Austria	19	2,798
Belgium	6	766
Finland	240	29,092
France	6	633
Germany	105	10,101
Greece	12	817
Italy	24	1,805
Netherlands	24	9,520
Norway	23	3,320
Spain	176	32,636
Sweden	218	38,840
United Kingdom	6	1,556
Canada	8	1,572
Guatemala	4	1,006
Panama	40	8,916
Salvador	6	1,320
Mexico	1	266
Bermuda	2	824
Barbadoes	2	995
Cuba	1	14
Dominican Republic	6	1,506
Dutch West Indies	34	5,765
Haitian Republic	134	13,238
Argentina	2	135
Brazil	14	1,004
Colombia	28	5,959
French Guiana	126	14,043
Peru	2	412
Venezuela	1	491
British India	3	537
British Malaya	5	752
China	47	4,847
Java and Madura	146	34,738
Japan, inc. Chosen	10	2,110
Philippine Islands	10	2,170
Australia	19	4,120
New Zealand	12	1,332
Brit. East Africa	2	356
Brit. South Africa		
Egypt		
Port. East Africa		
Total	1,614	252,087

Introducing the

Steelprest

Refrigerator Cabinet

Made to withstand even tropical temperatures

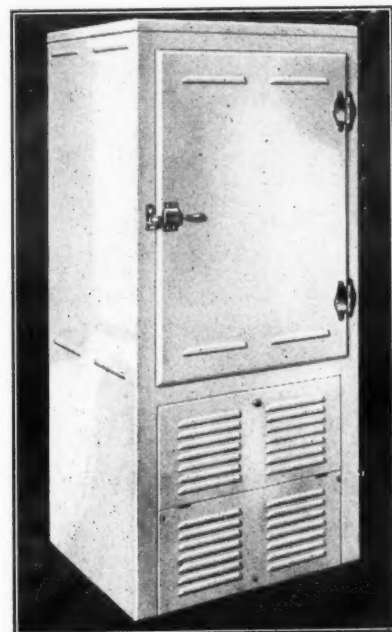
Mass production, highest technical skill and unrivalled facilities are combined to provide you with an amazingly fine refrigerator cabinet at a surprisingly low price, quality considered.

Our primary idea was to make a refrigerator cabinet as fine as could be fabricated

Every part of this organization—from the designers and engineers through each department—is imbued with this idea—and the result is a tribute not only to skill and equipment but also to personal loyalty and effort.

Our goal was the supreme cabinet—
at a practical price

Familiarity with mass production—facilities for progressive assembly—low-cost operations—these and other similar factors have achieved the desired result of offering the finest refrigerator cabinet we believe can be made—at a price that makes it practicable for use by any manufacturer of a refrigerating unit.



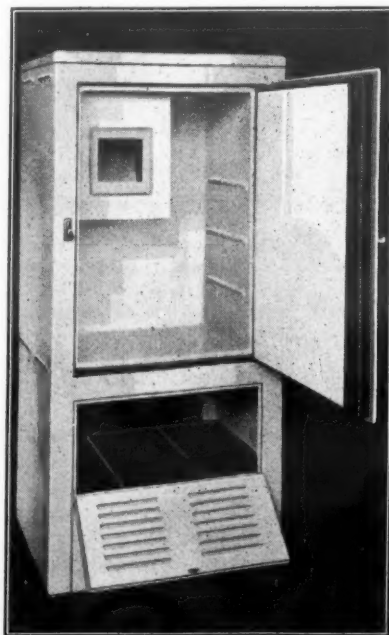
The above illustration of the Steelprest Universal Refrigerator Cabinet shows clearly the louvers in sides and door which, as explained in the text, avoid the costly nuisance of "sweating" and preserve the beautiful finish and appearance of the cabinet.

Steelprest Refrigerator Cabinets Have many Special Features

- ¶ The cabinets are of nearly all-steel construction, with wood used only for framing around door openings.
- ¶ Interiors are of porcelain-enameled ingot iron; the exterior is metal-furniture steel covered with white lacquer.
- ¶ Both the food box and the insulation are hermetically sealed.
- ¶ The refrigerating unit may be incorporated into the lower part of the cabinet or, if remote installation is made, the space can be easily and cheaply converted into a bin for vegetables, etc.

An Exclusive Feature Avoids The Costly Nuisance of "Sweating"

An outer metal cabinet is imposed on our refrigerator proper, leaving a gap or air-space completely surrounding the sides, back and front. In this cabinet are louvers or air-vents which produce automatic air circulation. Thus any sweating which does take place occurs on the inside and provision is made to conduct the moisture away, so there is no effect on the finish and no rusting of the materials of which the cabinet is constructed.



The above illustration shows the large storage space as well as the bins for vegetables, etc. below the refrigerator box. Note also the pressed-in shelves for trays, a feature which eliminates the drilling of holes for hooks and actually strengthens the sides.

HEINTZ
MANUFACTURING COMPANY
Front Street and Olney Avenue
PHILADELPHIA, PA.

Hardware Man Tells How He Sells Electrical Refrigerators

California Dealer Finds "Convenience, Health, Pride of Ownership, and Economy" the Right Sequence of Sales Appeals

By H. L. Coffin

Harvey Felton, who has charge of the electrical refrigeration department in the Hill and Son Hardware Store, 215 East Fourth Street, Santa Ana, California, believes that a personal canvass of a selected list of prospects is the best way to sell electrical refrigerators for the home. His six years experience in this department in the Hill Store has strengthened him in this belief. Of course sales of such a new departure in home equipment as this are largely a matter of education and the growth and success of such a department is slow but Mr. Felton has made a very good sales record and had put much thought and planning into his selling campaign.

The refrigerator his firm carries is nationally advertised, and educational campaigns are put on by the manufacturers from time to time in the stores of the local distributors. Window displays, booklets, recipe books for free distribution, and so on, are provided, and Mr. Felton uses them all. One window in the store is turned over to this display, and the arrangement is varied from time to time to keep up the interest. The motor is always kept going, to provide the dramatic action so necessary in attracting and holding attention. The frosted pans and containers are features, especially on the very warm days which this town, with others in the semitropics of Southern California, so often "enjoys."

Personal Salesmanship Gets the Order

But the intimate personal talk with the housewife is where Mr. Felton gets in his best work. First, he chooses his prospect. Electric refrigerators are still quite expensive, from \$225 up. So he does not waste his time talking to those whom he knows cannot afford such an addition to their domestic equipment, however much they may want it. He finds usually that women in the class who can afford it, already know about his refrigerator, from the magazine advertising. So he has developed a selling talk along these four lines: *First*, Convenience; *second*, Health; *third*, pride of ownership; and *fourth*, Economy. He and his assistant, W. J. Kelso, use these points in the order named.

Any housekeeper sees at once the convenience of electrical refrigeration. Once installed, there is no further worry about the ice-man. No more fear of forgetting to order it, or of the ice-man forgetting to deliver it; no more necessity for keeping a watchful eye on the pan under it lest it overflow; no tramping in of dirt and water by the man who carries it in. Turn on the juice and there you are: ice in cubes to serve, ice-cold air in your refrigerator, and ices and sherbets deliciously frozen without trouble. This point of convenience is already conceded and needs little argument.

Pride of Ownership the Strongest Appeal

Neither does the one of health. The constantly even and low temperature keeps all the food supply strictly fresh and in a sanitary condition. One great point used to advantage with a mother of a young baby is the stressing of the service rendered by electrical refrigeration. The day's feeding may be made up from the formula at one time and kept perfectly. Not only the baby's milk, but the meat, and other supplies for the whole family are kept in a perfectly wholesome state for days at a time.

The third point of "pride of ownership"

is a psychological appeal which Mr. Felton finds works well. He tells the prospect that the most progressive and best educated and intelligent women are using this method of home refrigeration now and she hates not to see herself in that class. If she can possibly spare the money to buy it, she puts in the latest model. There are a number of clever side lines to this point. One of the attractive stunts this refrigerator can do, for instance, is to mold flowers in tinted ice-cubes. Any hostess who wants to keep up in progressive housekeeping circles sees the advantage in being able to serve such surprises as this, which give her such wonderful opportunities for individual touches.

And the fourth point, economy, has its appeal even to the class who can afford electrical refrigeration. The average operating cost per month in Santa Ana is \$2.07; the average ice bill for the same length of time is \$4.00. If there is a special appliance meter in the house, or if there is a special rate, as there is on some of the ranches, this average minimum for the running cost of the electric refrigerator is reduced to as low as 90 cents a month. In addition, there are other economies possible. Left-overs may be kept in perfect condition for several days and not necessarily served at the next meal. A week's supply of food may be purchased at one time and stored in the refrigerator, at a considerable saving in shopping time. And many economies may be made because of the extreme cold temperature.

Customer Learns How to "Whip" Evaporated Cream

Mr. Felton hears new ones along this line from his satisfied customers, whom he encourages to try experiments and make reports to him. One woman wanted some whipped cream for a dessert. If she bought whipping cream at the dairy it would cost her 70 cents for the amount she wanted. She had heard that evaporated cream, or "canned milk," would whip, but she had never been able to prove it because she could never get it cold enough. So she put the contents of a ten cent can in her refrigerator and when it was ice-cold she found she could whip it up instantly into the most delicious accessory to her dessert. "Sixty cents saved right there," as she told Mr. Felton. All these discoveries of local housekeepers are kept by Mr. Felton and added to his selling talk. They turn the trick and make the sales.

Shively Joins Welsbach

Donald R. Shively has resigned as assistant sales manager of the Norge Corporation, Detroit, Mich., to accept a position in the sales and promotion department of the Welsbach Company, Gloucester, N. J. Mr. Shively began his new duties June 20.

ELECTRIC REFRIGERATION USED BY OYSTER PACKER

Salisbury, Maryland, Firm Pioneers in Using Cooling Boxes for Carload Shipments

The Salisbury (Md.) Oyster Packing Company is the pioneer in adopting electric refrigeration for the cooling of oysters for shipment, according to an article published in the June issue of *Kelvinator Cold Facts*.

"This company," the article states, "has three shucking plants at strategic points along the eastern shore of Maryland. The capacity of each of these plants is approximately 600 gallons per day. At the end of the day these oysters are trucked into Salisbury, held over night and shipped express the next day to the various retail outlets."

"The first two carloads of oysters cooled by electric refrigeration were shipped on November 11, 1926, and since that time the equipment has been performing perfectly. Nizer compressors run these cooling boxes, which are used to create a temperature that will hold the oysters below the 40-degree mark."

Electric Refrigeration Specified for Hartford Apartments

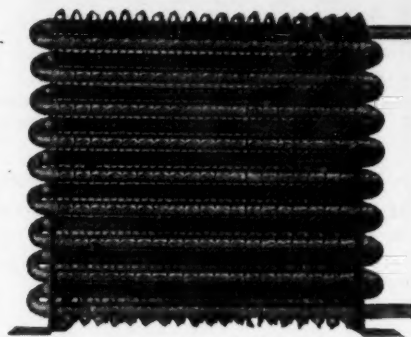
Architects Golden, Storrs & Company, Hartford, Conn., have completed plans for three apartment houses to be erected on Hopkins street, near the Hartford Public High School. A. Carani, 5 Vernon street, is the owner, and specifications for the buildings, and each of the 26 one and two-room apartments will have electric refrigeration service.

Paper Fills Long Felt Want

"Your paper is filling a long-felt want—the industry needs just the information you are giving."—A. W. Ramsdall, George Batten & Co., New York, N. Y.

"Air-Way" Condensers

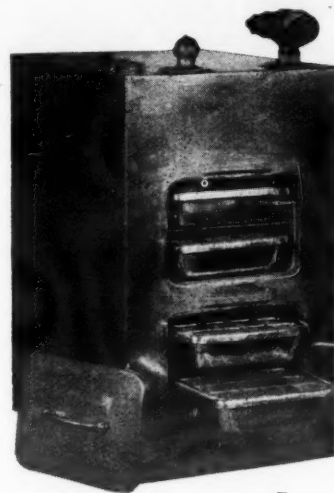
Any size, any capacity. They look and act the part. The "AIR-WAY" condensers are made to meet the requirements of any equipment. They are highly efficient, keeping head pressures remarkably low. You will like them and the price is right.



Brine Tanks and Expansion Valves

An experience gained by making many thousands of brine tanks for one of the three largest Manufacturers of Machines is expressed in our new standard line of BRINE TANKS and EXPANSION VALVES. We can meet your requirements in standard tanks in any cabinet from 4 to 40 cubic feet,—any refrigerant.

Ask for our bulletins on these appliances, — liquid receivers, liquid filters, strainers, ice trays, etc. You profit by our standardization. Write today to



FEDDERS MANUFACTURING COMPANY

BUFFALO, N. Y.

Factory Representatives, F. B. RILEY & ASSOCIATES
320 Beaubien Street, Detroit, Mich.

Pipe and Tube Fittings made from FORGED BRASS

For many years this company has specialized in manufacturing the various types of fittings used for connecting brass and copper tubing. We wish to call the attention of Electrical Refrigerator Manufacturers to the fact that, in addition to parts made from brass rod and castings, we are prepared to supply fittings made from brass FORGINGS specially adapted to the requirements of iceless refrigerator units.

Our Forged Fittings are of a high tensile strength and an uniform density which will not leak gas, air or water under pressure. The surfaces are smooth and free from the imperfections common to parts made from castings.

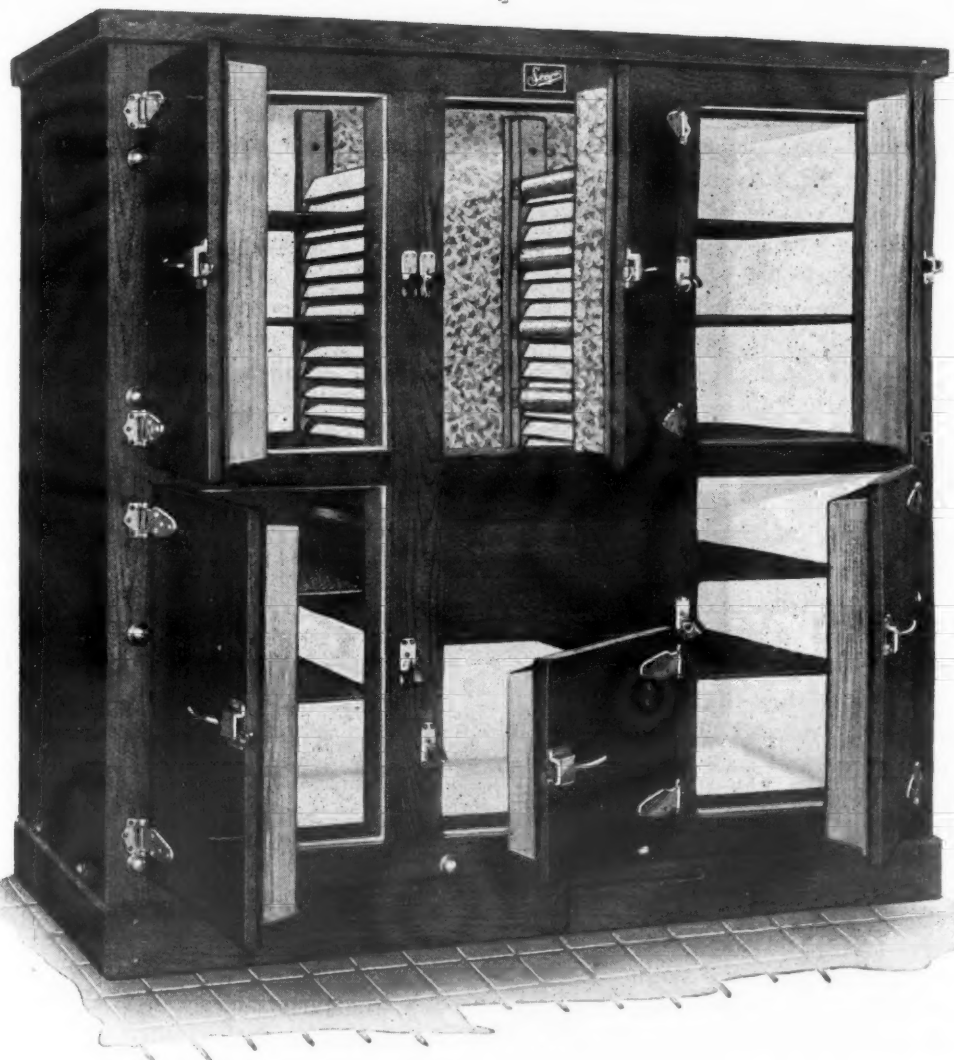
Orders are filled from stock for the standard fittings most in demand or, if your requirements are for parts of a special nature, we will gladly furnish an estimate from your sample or blue print.

Write for catalogue R30.

COMMONWEALTH BRASS CORPORATION

5781 Commonwealth Ave.,

Detroit, Mich.



CABINETS BY

Seeger
ORIGINAL SIPHON SYSTEM

FOR COMMERCIAL USE

The Complete Line of Cabinets by Seeger for Commercial Use offers a desirable outlet for more power.

SEEGER REFRIGERATOR COMPANY

Saint Paul, Minnesota

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

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JUNE 22, 1927

Central Station Attitude Highly Favorable to Electric Refrigeration

The electric light and power companies of the country represent the most important of all influences affecting the future growth and development of the electric refrigeration industry. All past experience with electrical appliances bears out this statement. The attitude of the central station and its activity in fostering the use of each current-consuming device has determined the rapidity of progress in market development.

The electric refrigerator is no exception to the rule. For twenty years it remained practically dormant as far as public interest and acceptance were concerned. As has already been pointed out in this column, the time came when something definite happened which started electric refrigeration on its spectacular journey. That something unquestionably happened within the councils of the strongest commercial association in the country—the National Electric Light Association.

The executives of the manufacturing companies who have entered the field of electric refrigeration, and who are now devoting their energies so tirelessly in furthering its development, are conscious to a greater or lesser extent, according to their past experience, of the importance of their relations with the central station industry.

Owing to the fact that electric refrigeration has attracted many business men from non-electrical industries, there has been considerable groping in their efforts to arrive at an understanding of the viewpoint of public utility men. The reason for, and the full significance of, the central station attitude is by no means obvious to those who have not had previous intimate contact with electric service problems.

A Key to Mutual Understanding

To those who have been puzzled by the apparent conservatism of the central station, the views and opinions of prominent utility executives which appeared in recent issues of ELECTRIC REFRIGERATION NEWS, will be highly enlightening. The cross-section of central station opinion which has been presented in the columns of this paper offers a key to mutual understanding which should not be overlooked.

Throughout these comments will be found repeated references to those vital considerations which are uppermost in the mind of every central station executive whenever called upon to take any action concerning a device which may be attached to the electric distribution system.

The central station is, in general, a monopoly. Its affairs are closely regulated by public service commissions. Its location and its field of operation are definitely fixed. It cannot move. It must live with its customers. It must serve the entire community, all kinds and classes of customers, day and night, year in and year out. It cannot quit even if it should fail to make a profit.

With all its limitations of action, the electric light and power company wields a tremendous power over the destinies of the community which it serves. Electricity furnishes the present generation with the equivalent of a multitude of "slaves." The extent to which electricity is put to work in home, office and factory largely determines the prosperity and economic progress of the community.

A Co-operating Industry

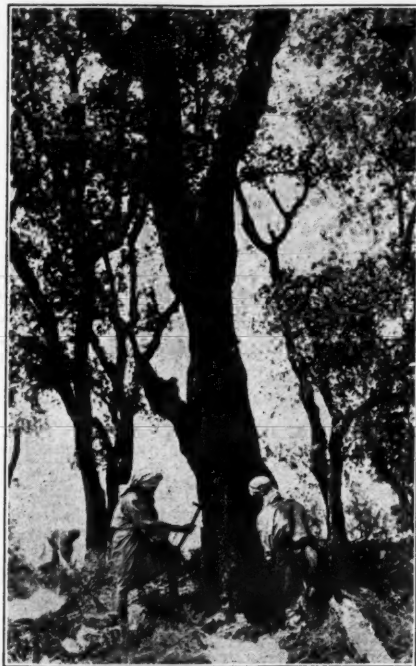
That the central station industry is a co-operating industry cannot be too strongly impressed. The companies are, in general, non-competitive. They have everything to gain, and nothing to lose, by the most complete exchange of ideas and experience. The large membership, the financial strength, the widespread activities and the high grade leadership of the National Electric Light Association are ample evidence that the central station thinks and works in terms of co-operative effort. It will be well for the electric refrigeration manufacturers to give due consideration to this factor in the situation.

Successful experience in a particular phase of electrical development in one community soon becomes known throughout the industry. By the same token, a failure of a marketing method or type of equipment in one locality becomes a warning to all others. Unfortunately, or otherwise, certain plans and products which have been introduced to the electrical industry in times past, have suffered set-backs from which they never fully recovered, simply because unfavorable reports of initial experience traveled and other companies were unwilling to take the risk.

It is quite evident from the expressions of central station opinion so recently recorded in the NEWS, that electric refrigeration is in high favor in all sections of the country today. Electric refrigeration has stirred the imagination of the utility executives far more than any other current-using device. It offers greater promise in additional revenue and in public appreciation of electric service. The present friendly attitude of the central stations also indicates that the electric refrigeration industry is playing straight and that a mutual respect and understanding is developing. The outlook is good.

Scenes from Algeria Showing the First Steps in the Making of Cork Insulation

(Courtesy Armstrong Cork & Insulation Co.)



(Left) Stripping bark from the tree trunk in Algeria
(Above) Algerian cork coming in from the strippers' camps

H. A. LEWIS REPORTS ACTIVE MARKET IN EUROPEAN COUNTRIES

Resumes Sales Work in Domestic Field After Extended Foreign Trip

Howard A. Lewis, vice-president of the Electric Refrigeration Corporation, and head of the European branch, has returned from a three and one-half months' selling trip which extended over the principal cities of England, Scotland, France, Italy, Germany, Spain and Holland. He reports that the idea of electric refrigeration is rapidly being accepted throughout Europe, particularly in the commercial field. There is a great need for this type of service, and a keen interest on the part of business men in the development of distributing outlets for American made machines.

The market is there, Mr. Lewis asserts, and more rapid progress is retarded only by the lack of trained men. There is little experience available locally, and the companies actively engaged in developing export business find it necessary to send engineering and service men who have been trained in the factories in the United States.

While the capital investment necessary to promote sales in foreign markets is greater than in this country, he says, the profits from this class of business are very attractive to the manufacturer. He predicts that export business will become a very important factor in the prosperity of the industry in coming years.

In addition to his activities in connection with the export trade, Mr. Lewis devotes one-half of his time to domestic business in a sales advisory capacity. At present he is giving particular attention to the central station interests of the Electric Refrigeration Corporation.

NEW MANUFACTURING CO. ORGANIZED IN MILWAUKEE

A new company has been formed in Milwaukee, Wis., for the purpose of manufacturing, selling and installing refrigerating system and ice machinery. Members of the new company, which will be known as the Electric Refrigerator Company, are E. H. Schaefer, R. E. Schafer and H. M. Rosenblum.

"Sales Log" Issued by Georgia Power Company

The Sales Log, published weekly by the sales department of the Georgia Power Co., Atlanta, Ga., is a four-page bulletin recording the progress of the department. Recent issues of the Log, which the ELECTRIC REFRIGERATION NEWS has received, have featured the two-months' selling campaign of electrical refrigeration equipment now being put on by the Georgia Power Co.

A Splendid Publication

"We wish to congratulate you upon the success which you are apparently making with ELECTRIC REFRIGERATION NEWS, and also to compliment you upon the splendid publication which you are making."—H. L. Masterson, advertising manager, Electro-Kold Corp., Spokane, Wash.

Thank You, Mr. Wilson

"You are to be congratulated for the work you did at the N. E. L. A. convention. Personally I heard many complimentary things—you, your paper, and your two very courteous young representatives."—Fremont Wilson, Consulting Engineer, New York.

Refrigerators as a Side Line for the Radio Dealer

The radio dealer who is looking for a side-line to bolster up summer month sales will find electrical refrigeration particularly easy to adapt to his needs, according to W. S. Wilson, president of the Wilmington Electrical Specialty Company, Inc., Wilmington, Delaware, whose story is told in the May number of Radio Retailing.

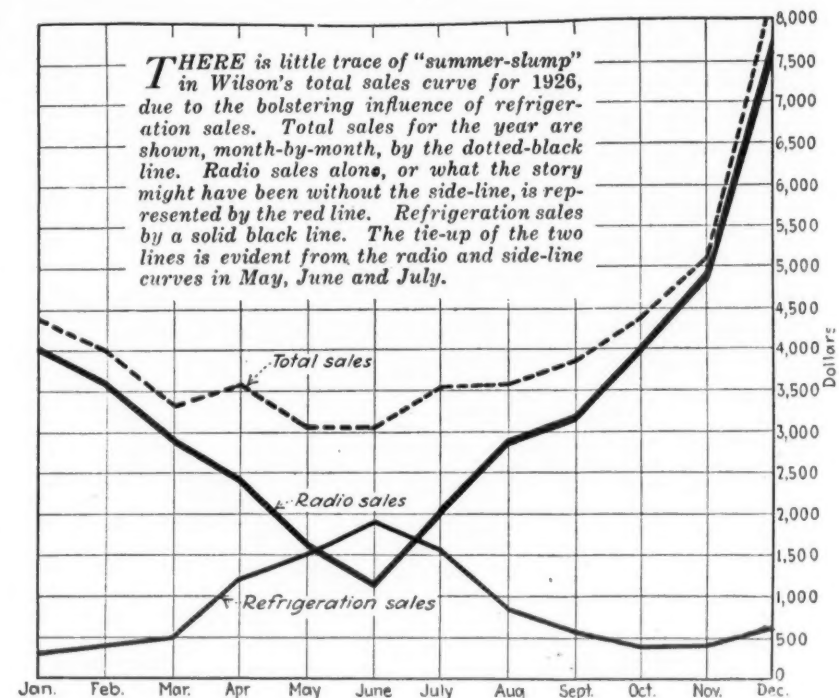
It is possible to handle electric refrigerators without a large initial investment, and the field offers the same opportunities to the merchandiser that radio itself offered in 1920, Mr. Wilson says. His total initial investment was \$735, with sales amounting to \$9,800 following. During May, June and July, when radio sales had dropped far below the monthly average for the year, Wilson sold 51 per cent of the electric refrigerators which he sold during 1926.

Sales and service requirements for the two lines are similar. Hence, salesmen and service men trained for radio are especially fitted to care for the refrigerator business which goes up in volume when the radio business goes down.

Profits were great enough, even on the small number sold by Wilson, to make the addition of this line so worth while that his plans for this summer are to add several outside salesmen, who will work on a commission basis. Last year every one of the refrigerators sold by him was sold directly from the store and without any outside selling. His only additional help was the sending out of several hundred circulars furnished by the manufacturer to radio customers.

An even smaller investment than that made by Wilson would have been possible, he says, as he purchased his stock outright from a local distributor with the intention of doing a retail business and caring for his own service requirements.

Ninety-seven per cent of Wilson's customers paid cash, the remaining three per cent being handled much the same as time-payment radio contracts. On a \$350 refrigerator an installation charge of \$50 was made. This included free service for one year.



TEA TIME DAINTIES FROM THE ELECTRIC REFRIGERATOR

By Selma E. Dahlgren

This sociability of afternoon tea is a thing apart from any other hour in a day's events. More than one fore-handed hostess has learned to rely upon her refrigerator in order that she may have the freshest of crisp cookies or light biscuits to serve the unexpected visitor.

This is possible nowadays because dough can be kept unbaked and unchanged when stored at a constant, low temperature such as electric refrigerators furnish.

Here are some tested recipes that have made more than one home a popular retreat as the afternoon wanes:

Butterscotch Cookies

Mix two cups brown sugar with one cup soft butter. Beat in two eggs, three and one-half cups flour, one teaspoon soda, one teaspoon cream of tartar, one teaspoon vanilla. Knead into rolls of size desired for cookies. Wrap in oiled paper and keep on convenient shelf of electric refrigerator. Slice as needed into one-fourth inch layers and bake in 425 degree oven.

Chocolate Cookies

Mix one cup brown sugar, one egg, one-half cup fat, half teaspoon salt with two squares melted chocolate. Add two and one-half cups flour, one teaspoon soda and one teaspoon cream of tartar. Mold into loaf, and keep in electric refrigerator till needed for baking into cookies. Bake at 425 degrees Fahrenheit.

Scotch Tea Scones

Mix and sift two cups of flour, three teaspoons baking powder, one-fourth cup sugar, one-half teaspoon salt. Add two tablespoons fat, one egg well beaten and one-half cup milk or cream. Roll it half an inch thick on lightly floured board and sprinkle with seeded raisins. Cut into three-inch squares. Fold into triangles, pressing edges tight. Set in electric refrigerator until baking time. Brush lightly with milk when ready to bake and have quick oven (375 degrees). Bake twenty minutes.

Baking Powder Biscuits

Sift together thoroughly two cups flour, four teaspoons baking powder, one-half teaspoon salt. Add two tablespoons liquid fat, three-fourths cup milk and rub in lightly and slowly. Roll or pat out on board, handling as little as possible. Cut into desired shape with biscuit or any fancy cutter. Hold in electric refrigerator until desired for baking. Bake at 375 degrees for twenty minutes till golden brown.

Pie paste and puff paste can be prepared in quantity, set in a covered dish on a shelf of the electric refrigerator and used as needed. Some housewives prefer to keep the paste dry until time for rolling out and baking. In this case the flour, shortening and salt in considerable quantity are cut together. When an emergency dessert is desired a cup and one-half of mixture is withdrawn, two tablespoons of ice water added and the dough for the pie shell is ready to be rolled and baked. If the housewife wishes and has space in the refrigerator, several pie pans can be lined with dough, set into the electric refrigerator and taken out for baking on the day appointed for the pie treat. One or several of these plans may be used for the convenience and leisure of the housewife.

Electrically Refrigerated Soda Fountain Makes Big Hit With California Druggist

By H. L. Coffin

The Newport Beach Pharmacy at Newport Beach, Calif., after giving an electrically refrigerated soda fountain a few months' trial, is completely sold to this latest way of catering to the thirsty public. The owner, Walter Eastlack, plans to install similar equipment in the Balboa Pharmacy at Balboa Beach.

The Balboa Pharmacy already has a successful fountain of the latest iced type, so Mr. Eastlack, and his manager, Orris Hampton, are qualified to judge between the old way and the new. They have the records, daily running expenses, possibilities, and popularity of both kinds before their eyes, and both are wholly in favor of the electrically refrigerated fountain.

The first point in favor of the new way of refrigerating fountains is convenience, according to Hampton. "It does away with the trouble and dirt of the ice man, it saves more cleaning than you would imagine, and there is no bother of repacking the ice cream. To show you how literal this last advantage is, note this: The ice cream manufacturers give us a ten per cent discount on all goods we buy for the fountain."

"This is not the only economy. The goods keep better, which is a big item with fountain men. We can't always foretell how much we will sell on a certain day. Suppose we stock up with what previous experience tells us is a fair estimate for a certain day; then it is cold or stormy, or some counter attraction has drawn our crowd away. In the old days we had a loss. Now all we do is to store the surplus for another day. It will keep perfectly and indefinitely."

"That 'keeping' faculty of the new fountain is a wonder, and because of it we can be stocked up for any emergency. This is a great boon to fountain men."

"Another advantage is that several temperatures can be kept at the same time. In ours, for instance, we have compartments for bottled goods, syrups, ice creams,

and for ices and sherbets, with all kept at different temperatures. There is no let-up on the freezing during the night or when someone forgets to put in the ice. Decide what temperature you want, and the fountain does the rest, day and night, until you tell it to stop.

"We have more room for storage, too, since we do not have to spare any room for ice. Fresh fruit juices will keep all the year 'round—serve strawberries in the winter and oranges in the summer. If you don't think this takes with the public, watch them order more, when they get strawberry juice out of season."

"Then, too, we can do a lot of fancy things such as floral effects, colored cubes of ice, moulded ices, and so on, with the new fountain. The 'eye appeal' is a great factor in selling fountain products, and not only attractiveness, but something different in the effect, helps in the sales."

"In this business, as in any other, we want the customer to come back for more, so we must back up the appeal to the eye with a good taste—and here again the electrically refrigerated fountain beats the others. The drinks do have an especially good taste, due in part to the fact that they are kept at exactly the right temperature all the time. It makes a big difference, and while the customer may not know the reason, he will tell the world that the drinks at the new fountain are the best ever. Yes! Any way you look at it, the electrically refrigerated fountain has the old iced one beat a mile."

Quincy, Mass., Apartment Hotel To Be Equipped

Stein & Applebaum, 35 Plymouth Street, Quincy, Mass., are considering preliminary plans for the construction of an apartment hotel building at Hancock and Dimmock Streets, that city. The plans include electric refrigerating equipment.

Electric Refrigeration Advertising Trends Toward Automobile Style

Within the last few weeks occasional refrigeration ads have been appearing in the newspapers such as Frigidaire, Kelvinator, Electrice, Copeland, Servel, perhaps preparatory to active sales drives to break within the next few weeks.

About these campaigns it is noticed that their copy greatly resembles automobile copy: a firm, strong sales message, with a positive appeal to inquire at the manufacturer's particular salon, where the many fine and interesting points may be personally seen.—*The Advertiser Weekly*, May 7, 1927.

Kelvinator Dealer Elected Mayor of Fort Worth, Texas

L. C. Bryce, president of the Southwest Builders' Supply Company, Kelvinator distributors, has been elected mayor of Fort Worth, Texas. Mr. Bryce was chosen for this position by the unanimous vote of his associates of the Fort Worth City Council.

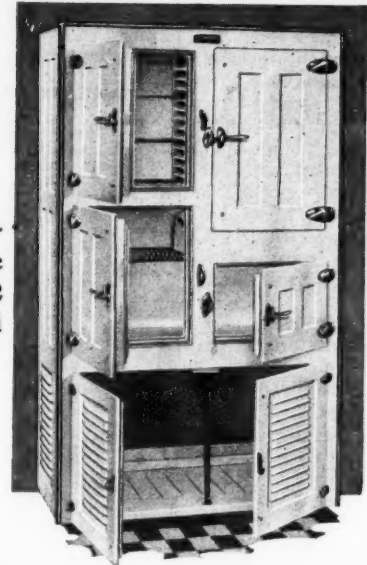
New York State Hospital to Have Refrigeration

Bids have been requested for the installation of electric refrigerating equipment in the kitchen and dining room work at the Matteawan State Hospital at Beacon, N. Y.

Sure That Trade Appreciates the "News"

"Allow me to compliment you on the thorough way in which your publication is arranged, and I am sure that the trade in general appreciates a paper of this kind."—R. W. Bernard, Carr Brothers, Inc., 65 Broadway, New York City.

BOHN SYPHON REFRIGERATORS



Beautiful, Distinctive. Can be had in 7, 9 and 12 cubic foot net food storage capacity.

White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

For Electric Refrigeration

Write for Full Particulars

Bohn Refrigerator Company

SAINT PAUL, MINNESOTA

These Models are on Display at our own Stores in

NEW YORK
5 E. 46th St.

CHICAGO
227 No. Michigan Blvd.

BOSTON
707-709 Boylston St.

1926 Electrical Refrigerator Sales in Representative Cities and Towns

(From *Electrical Merchandising*, June, 1927)

City	Population	Number of Residence Customers Using Electricity	Total Sales	Total Retail Value
Kansas City, Missouri.....	437,953	86,000	1,393	\$418,000
Toledo, Ohio.....	325,000	68,760	1,467	430,000
Louisville, Ky.....	305,935	55,255	1,001	300,000
Denver, Colo.....	300,000	72,222	1,276	381,000
Richmond, Va.....	207,868	27,834	693	208,000
Youngstown, Ohio.....	200,000	39,666	337	101,000
Fort Worth, Texas.....	190,000	27,295	500	150,000
Salt Lake City, Utah.....	150,000	37,930	277	83,000
Nashville, Tenn.....	140,000	29,365	463	139,000
Tacoma, Wash.....	130,000	30,186	145	43,500
Chattanooga, Tenn.....	100,000	22,861	799	240,000
Lansing, Mich.....	90,000	18,432	135	40,500
Moline, Ill.....	75,000	20,000	52	15,600
Springfield, Ohio.....	70,000	19,308	71	21,300
Rockford, Ill.....	65,000	19,100	358	107,500
Columbus, Ga.....	60,000	6,300	112	33,600
Lexington, Ga.....	57,312	7,905	70	21,000
Haverhill, Mass.....	56,000	9,130	85	15,400
Greenville, S. C.....	55,612	7,601	164	49,200
Lima, Ohio.....	55,000	12,000	55	16,500
Steubenville, Ohio.....	51,800	7,190	121	36,400
Ogden, Utah.....	50,000	11,962	78	23,400
New Castle, Pa.....	50,000	12,350	101	30,300
Watertown, N. Y.....	40,000	8,164	143	42,500
East Liverpool, Ohio.....	35,000	6,578	61	18,600
Santa Barbara, Cal.....	34,000	11,298	99	29,800
Easton, Pa.....	34,000	13,730	228	89,000
Texarkana, Tex.....	31,250	5,345	45	13,500
Ashtabula, Ohio.....	30,000	5,700	100	30,000
Greenburg, Pa.....	30,000	7,628	79	23,700
Lafayette, Ind.....	30,000	7,300	21	6,300
Rome, N. Y.....	27,000	6,183	32	9,600
Lockport, N. Y.....	23,000	5,918	33	9,900
Bartlesville, Okla.....	20,000	3,394	130	39,000
Cambridge, Ohio.....	19,959	3,375	39	11,700
Reno and Sparks, Nev.....	19,500	6,310	67	20,000
Danbury, Conn.....	19,000	6,800	206	61,800
Vincennes, Ind.....	18,000	4,942	7	2,100
Fairmont, W. Va.....	18,000	6,600	56	16,800
Ranger, Tex.....	8,000	706	23	6,900
Salem, Ohio.....	10,400	3,050	24	7,200
Crawfordsville, Ind.....	10,139	2,881	40	12,000

Novoid Corkboard Leads

At the head of the list of insulating materials stands Novoid Corkboard. It is high in insulating value, uniform in quality, and economical to use. It comes in 12" x 36" and 24" x 36" sheets, in 1", 1½", 2", 3" and 4" thicknesses. Write for samples and Bulletin 271-E.

Novoid Corkboard Insulation

CORK IMPORT CORPORATION
345 W. 40TH ST. NEW YORK

"Permanent Protection for All Refrigeration"

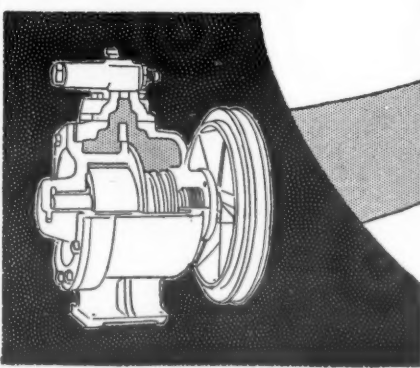
ATLANTA BOSTON BUFFALO CHICAGO PHILADELPHIA ST. LOUIS



Until Now — the term
"LIFETIME" electric refrigeration
has never been used

Only
3
moving parts

ALL SUBMERGED IN OIL



It has been years in coming... the long expected simple system of electric refrigeration that would defy the years... but it is here at last.

Only 3 moving parts—all operating submerged in oil. Wear-proof... after years of service Norgé still retains its wonderful precision. Nothing to demand attention—just as simple as a thermometer or telephone compared

with a watch or a Radio. And quiet, too, for the Norgé is of the rotary type (like an electric motor) rather than of the piston type (like a gasoline engine).

Not New... but tried and proved. Norgé has been extremely popular in certain sections of the country where it has been sold. Now it is offered nationally. Investigate Norgé and the Norgé Franchise.

N O R G E

NORGE CORPORATION • DETROIT

PROTECTED PROSPECT LIST USED IN MOBILE

Southern Dealer Finds When Salesman's Prospects Lists Are Protected Sales Increase

Automobile companies have long ago found that a protected salesman's prospect list avoids duplication of calls and gives each man his fair share of returns from his sales efforts, and furthermore encourages him to work harder and put in longer hours. This plan has been used with success in marketing electric refrigerators by the Domestic Electric Company of Mobile, Ala. An interesting interview with L. C. Kerrick, manager of the company, is found in the May issue of *Electrical South*, excerpts of which follow:

"The way for the salesmen is prepared by an intensive direct-mail advertising campaign that reaches the homes of 1,500 to 2,000 people, who, it is believed, could use an electric refrigerator to good advantage and who are regarded as likely prospects. Letters go out to the names on the mailing list every 10 days or two weeks, each carrying an invitation to come to the display room and see the various machines in operation, in addition to giving information about the machine and its performance. A similar invitation to call at the showroom is carried in the newspaper advertising.

"These invitations bring some of the recipients into the office, and they arouse the interest of a great many more who do not come. A direct benefit of this advertising is to bring electrical refrigeration and the name of the machine sold to the attention of the public, and when a salesman calls at a home that has previously circularized he rarely fails to find that the housewife is more or less interested as well as convinced that an electrical refrigerator is a highly desirable piece of home equipment.

"When anyone comes into the showroom, his or her name and the address is taken and given to one of the salesmen as they come in, thus assuring fairness to all. The salesmen find additional prospects through house-to-house canvass of the homes that have been circularized, or through any other means that they may devise. Each salesman is required to obtain and report to the office the names of three new prospects each day.

"A list of 50 protected prospects is allowed each salesman. These names are carried on a blackboard in the salesmen's room, and before a man adds a name to his prospect list he must check over the names on the board and see that it is not already on the list of someone else. If he should fail to do this and make a sale, the credit would go to the man who had the name on his list.

"The plan of allowing a protected prospect list has been found more satisfactory than dividing the city into territories, since it would be all but impossible to divide the city to the satisfaction of everyone. A man may revise his protected list as often as he wishes, with a single condition that is not permitted to go over 50 names. New names may be added daily, but an equal number of old names must be taken off at the same time. The board contains spaces for a record of the date of each call made on a prospect on a protected list and for each sales letter and the date that it was sent.

"And as an additional part of every day's work a salesman must find and report three new prospects. These may be found through house-to-house canvassing—many of our best prospects are found in this way—or by other means that may occur to the salesman."

Frigidaire Serviceman Enjoys News

"Wish to say that I enjoy reading your *ELECTRIC REFRIGERATION NEWS* very much. I can keep posted on all news and improvements of electric refrigerators. Keep the good work going."—Jack A. Livingston, Frigidaire Serviceman, Pauls Valley, Okla.

Exhibitors at N. E. L. A. Convention Whose Services and Products Are Widely Known in the Electric Refrigeration Industry



Electrical Testing Laboratories, New York, Present Facilities for Testing Equipment



International Nickel Company, Manufacturers of Monel Metal, Show Applications to Electrical Devices

HOT UNDER COLLAR, AND ALL OVER ICE

Citizen Says Peddlers' Yelling Disturbs His Sleep

Ice sometimes makes one hot rather than cool. This is apparently the case with E. E. Hartford, 299 Trowbridge avenue, who wrote John C. Lodge, president of the Council, Saturday, stating that he has, in recent weeks, heard a'together too much about ice. The letter follows:

There is a condition here in Detroit which, while it was very bad last year, will be worse this year. I refer to the peddlers of ice on our streets Sundays. They go through our residential sections calling, "Ice, Ice" at the top of their voices, making the air hideous with their bawling of "ice."

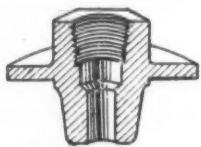
It is quite impossible for people who wish to do so to sleep Sunday morning, and the sight of ice peddlers on beautiful residential streets is far from pleasing. If they must peddle ice, then let them do it in the alleys.

I think you would confer a great favor on many residents if you would have an ordinance checking this nuisance.

Mr. Hartford is president of the Trowbridge Avenue Residents Association.—*Detroit News*.

Praises Recent Issue

"I want to congratulate you on the issue of your publication just received. It certainly is assuming healthy proportions."—E. H. Ahrens, publisher, Ahrens Publishing Co., Inc., New York, N. Y.



Hot Die Pressed Forgings

Valve bodies, tees, elbows, evaporator headers,—anything in the line of brass parts made to your specifications. Rough forgings only. The largest producers of refrigerator forgings in the country.

Send your specifications direct to

ROME MANUFACTURING COMPANY, Rome, N. Y.

Factory Representatives, F. B. Riley and Associates, 320 Beaubien St., Detroit, Mich.

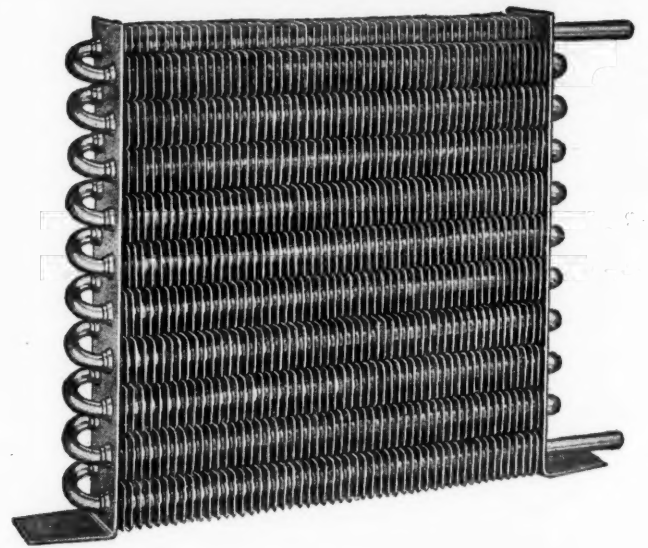
Automatic Switches

for

Household and commercial refrigeration units, either thermostatic or pressure operated. Neat, compact, reliable, inexpensive.

Made with mechanical contacts employing a new patented make and break method.

Penn Electric Switch Company
306 12th Street
Des Moines, Ia.



BUSH CONDENSERS

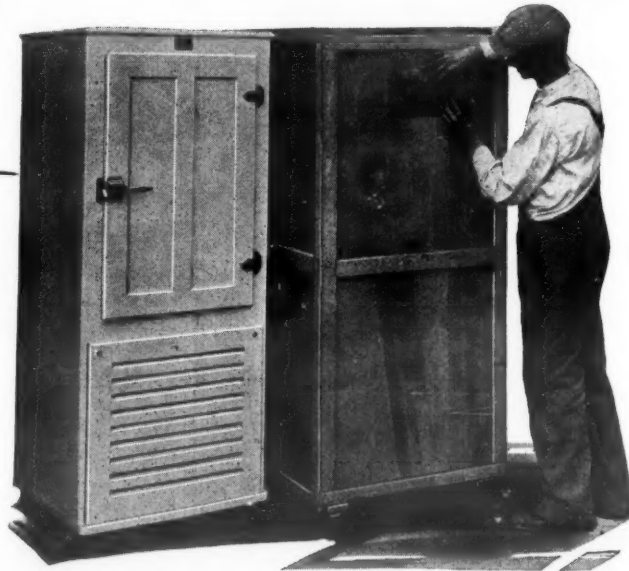
SEAMLESS COPPER TUBES
INDIVIDUAL FINS
MAXIMUM EFFICIENCY

The Bush Manufacturing Co.
Hartford, Conn.

White - Hanna
302 Lincoln Bldg., Detroit, Mich.

Atlas Refrigerator Cases

for safe shipments



Dealers are saved all refinishing expenses and manufacturers have no troublesome damage claims to make when Atlas Refrigerator Cases enclose and fortify refrigerators against the hard knocks of travel. Atlas Cased refrigerators reach their destination whatever the distance—in this country or abroad—in A-1 condition. Atlas Cases save freight. They are easily knocked down and can be used for re-shipments. Manufacturers quarter their crating time, insure real protection to their product and win dealer good-will when they adopt rigid Atlas Refrigerator Cases with their smooth plywood sides that are such wonderful backgrounds for printed trademarks or addressing.

Atlas Packing Cases
CARRY THE WEIGHT—SAVE FREIGHT
ATLAS PLYWOOD CORPORATION
General Offices: Park Square Building, Boston, Mass.
New York Office: 90 West Broadway
Chicago Office: 649 McCormick Building



Helping the Dealer to Make a Profit

By C. U. Carpenter
General Manager, Refrigerator Division and Vice-President
General Necessities Corporation

If we manufacturers of electric refrigeration equipment are to secure a sales organization that is strong, capable, full of vital energy—in other words, "successful"—we have to realize that the dealer's interests are vital to us.

If a concern's dealers are not making money, we feel that they are being treated unfairly by their principals, the sales structure is based upon a foundation of sand. Or, if in a new industry like electric refrigeration, the dealers are not supplied with an adequate system of sales and service training, then also is there a serious weakness in the sales structure.

The Need For Study

Each one of us electric refrigeration manufacturers should study the sales situation with open minds and with a proper regard for the cold facts. Many of us are misled through our inclination to believe "what we like to believe," in other words, the pleasant things rather than face the cold facts of a fundamentally weak and inefficient selling division. It, therefore, seems to be time for all of us to study this sales situation from the standpoint of the dealer. Let us see what his needs are to assist him in making an adequate profit and feeling satisfied over his business connection. In other words, "put ourselves in his place."

Co-operation

I sometimes think that the average manufacturer when thinking or saying "co-operation" has fixed in his mind very clearly the desirable co-operation of the dealer with his plans and methods, and is inclined to forget his obligation to the dealer and his interests. Of course, the manufacturer must emphasize in all of his dealings with his dealer his obligation to co-operate with the dealer if he is to get the best results from the selling division.

The Picture of the Situation

Let's get the real picture of this sales situation. Here we are selling a product that bristles with technical difficulties and that calls for a real knowledge of refrigeration. This is especially true of all refrigeration operations outside of the household line such as apartment houses, ice cream cabinet installations, and the problems of commercial work.

Aren't we inclined to believe that our dealers, through some unknown process, ought to know more about this industry than they do? And are we not inclined to load up a dealer with a lot of material before he is even half-way acquainted with the problems connected with the selling of it and its installation? I have known many such cases.

A moment's thought will make it immediately apparent that unless a dealer and his men are thoroughly trained in electric refrigeration, they will be handicapped to an extent that will materially affect their sales.

Interest Them In Electric Refrigeration

We must keep in mind that in the majority of locations the dealer, in order to clear his overhead, must handle a number of lines in addition to electric refrigeration. This situation makes the matter of training the dealer and his men thoroughly in the proper sale and installation of electric refrigeration especially important. We must all remember that where a dealer is handling a number of lines he and his salesmen will always take the line of least resistance and will sell those products which interest them and which they know most about. If the new line of electric refrigeration is not understood, and the dealer is not really equipped to sell it, the result is that he and his salesmen will rapidly lose interest in it, and they will

naturally turn to the other lines that "bring home the bacon," in other words, those lines the sale of which help most in paying the rent, the clerks, and other expenses.

He Thinks It Is Easy

In a moment of enthusiasm brought about by a sales talk of a skilled salesman, the dealer will sign the contract and give his first order.

Often the salesman who has closed him has made the mistake of picturing only the rosy side of this business and has put on the soft pedal in mentioning the difficulties. The salesman naturally feels that it is his first business to secure the dealer's signature on the contract, and he usually is not at all likely to bring out the picture of the real difficulties of selling, the problems of service, financing, etc.

Should the dealer find upon the arrival of the goods that he and his organization are not properly equipped to sell them, he will soon turn to his old lines, and the only result is that the company has a non-producing representative whose main effort is to get them to take back the goods and refund his money.

I have often found the manufacturer misled by the number of dealers and the volume of orders received when they are first organized. He is inclined to believe that this amount of business represents a quota which he can count upon afterwards when, as a matter of fact, it means nothing of the kind.

Only The Repeat Business Counts

It is only the repeat business from a dealer that means continuing business. The big sales problem is "how to get the dealers to send in a proper volume of this repeat business."

When you stop to consider the technical knowledge necessary to properly organize, operate, and sell this product, is it not apparent that one of the chief needs in our selling divisions is a method by which dealers may be thoroughly trained in the intricacies of this business and the proper method of selling, delivering, and servicing the product?

Put Yourself in the Dealer's Place

Let's put ourselves in the dealer's place. He is struggling away, let us say, in a small community perhaps far from the factory, using every effort to sell his stock of supplies of different character and show a profit. To this man, his problems are big, although to the manufacturer they may appear of little importance. For example, any difficulty that he may have owing to the improper operation of a small unit, while it may seem unimportant to the manufacturer, it is almost a tragedy to him. Most of the time, the dealer's first sales of electric refrigeration are made to people of importance in his community. When he sells and delivers an electric refrigerator to the home of a man who is prominent in his little community, it is, of course, most essential that it operate properly. Should it fail to do so, this failure will not only hurt his chances of selling more electric refrigerators, but it

may damage his reputation so as to make it difficult for him to sell other products that he may be handling.

He certainly needs sympathetic attention and help. If he gets it, he will succeed. If he does not get it, it is very easy for him to become discouraged and downhearted, lose his selling energy, and degenerate into the failure class.

Factory Attitude

Isn't it a fact that often when a complaint comes in from such a dealer to the factory, their attitude in regards to this complaint is "Oh, well, here's another complaint from that fellow Smith out in Circleville. He doesn't amount to much anyway"—and so the matter is ended.

Here is a complaint from a dealer Smith that is vital to Smith in Circleville, and will seem insignificant to the factory. It costs good money to establish all the Smiths in the Circlevilles, and the Jones' in the Miamisburgs. They are part of our sales organization, and the effect of such a policy of neglect in our product is certain to be felt in time. They either die out or take on another line, and then another sales prop is gone.

Interests Are Mutual

We must, therefore, always remember that every trouble of a dealer, large or small, is *our* trouble. None are too small, is our trouble. None are too small not to warrant sympathetic attention. Every problem that may discourage a dealer is our own to study and to help him solve.

The keynote of a successful sales organization is based upon the fact that the dealer's interests, no matter how large or small he may be, are our interests—his individual success are as important as our own successes.

I think especial emphasis should be laid upon this point, for as I have stated before it has often seemed to me that the manufacturing companies looked at the matter of "co-operation" in a lopsided manner. When they use the phrase "dealer co-operation," they often seem to feel that this should come from the dealer to them, but that there is not the same obligation on their part toward the dealer. If the spirit of co-operation is to exist and to give the results that are so desirable, then it is a mutual obligation. If anything, the company must initiate it and press it forward. It's good organization method and it's good business.

ST. LOUIS DISTRIBUTOR PAYS FOR ATTENDANCE AT SALES LECTURES

Plan Appeals to Women's Organization and Builds Prospect List

The Buschman Servel Co., St. Louis, Mo., offers to any organized group of women, numbering not less than twenty-five, \$10 in cash for the privilege of talking to them for one hour.

The women's organizations of churches and those affiliated with fraternal organizations have as an important part of their work the raising of funds, and to such groups the company's appeal has been made.

In addition to the minimum number who must be present at a meeting, each woman must leave her name, address and telephone number. The women are told frankly that they may be solicited later, but that they will not be annoyed. For every sale made to members of the organization it receives \$5.

Since the plan has been in operation, the number of lectures has increased to as many as six a week, and it is considered as the cheapest and best form of direct advertising—a time-saver and a money-maker.

The salesman who accompanies the lecturer receives the names of those present, and the \$10 and \$5 on each sale made are debited against him, but no salesman has objected to paying for a list of good prospects.

ICE STILL SERVES A USEFUL PURPOSE

Ice Cakes Melt and Lower Floor To Proper Level

Engineers had to lower the sixteen-ton concrete floor of a St. Petersburg, Fla., bandstand 18 inches, and their problem was to utilize a 6-inch space between the floor and the desired level. Screw jacks could not be used, as they could not be removed after the concrete was in place.

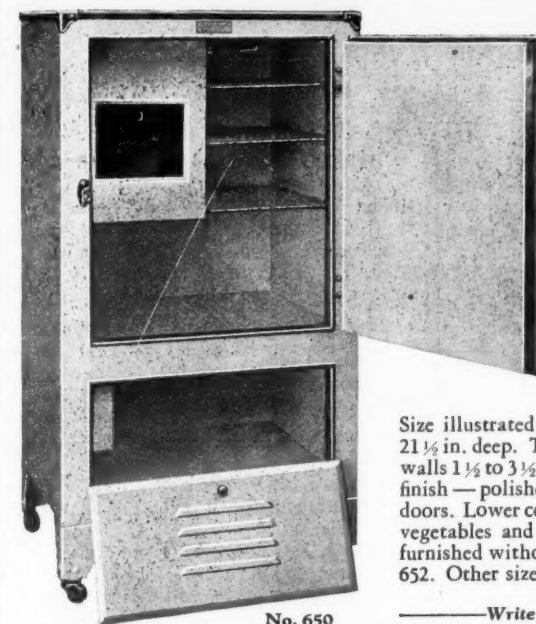
So they jacked up the concrete a few inches over two feet and thirty-two fifty-pound cakes of ice were fitted under it for supports while they substituted the new six-inch blocks that were to be the permanent supports. They removed the jacks and in sixteen hours the ice melted enough to lower the slab to its new foundation.—Chicago Daily Tribune, June 17, 1927.

Contains More Information Than Any Other Journal

"Your magazine contains more information than any of the other refrigeration journals, and we certainly appreciate receiving it as promptly as possible."—J. Zwolanek, sales manager, Absolute Contactor Corp., Elkhart, Indiana.

THERMOSTATS Automatic Controls for Refrigeration and Oil Burners
SHAFT SEALS — FLOATS **LIGHT STAMPINGS**
HIGH PRESSURE CUT-OUTS
GOODNOW & BLAKE MFG. CO. 3840 BEAVER STREET
DETROIT, MICH.

Crystal and White Steel Apartment Refrigerators for Remote Installations



No. 650

Are going into apartment homes all over the country

Multiple hook-ups require an efficient steel refrigerator like the "Crystal" or "White Steel". You cannot afford to experiment with unknown makes. We have been making steel refrigerators exclusively since 1910.

Size illustrated is 50 1/2 in. high, 26 1/2 in. wide, 21 1/2 in. deep. Total interior 6 1/2 cubic feet. Cork walls 1 1/2 to 3 1/2 in. thick—white or gray lacquer finish—polished aluminum trim—gaskets on doors. Lower compartment (not refrigerated) for vegetables and miscellaneous storage. Can be furnished without lower compartment—our No. 652. Other sizes up to 20 cubic feet.

Write for Catalog and Prices

CRYSTAL REFRIGERATOR CO., Fremont, Nebr.

The Universal Cooler fills a universal need!

Methyl Chloride Refrigerant

THE Universal Cooler is an outstanding contribution to the field of electric refrigeration. Soundly engineered, simply designed, durably constructed and time tested, it stands as the modern, scientific equipment for Household Refrigerating

Commercial Refrigerating

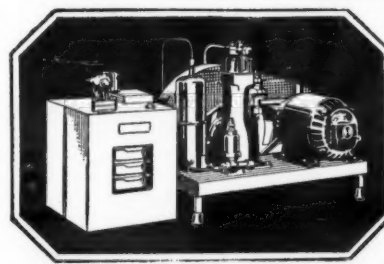
Drinking Fountains

Ice Cream Cabinets

It offers a wide and profitable sales opportunity

Desirable Territorial Franchises Are Still Available for Live Wire Distributors

Write for Complete Information



The Universal Cooler Freezing Tank and Compressor Unit—simple, sturdy, efficient and economical.

UNIVERSAL COOLER CORPORATION

Eighteenth and Howard - - DETROIT, MICHIGAN

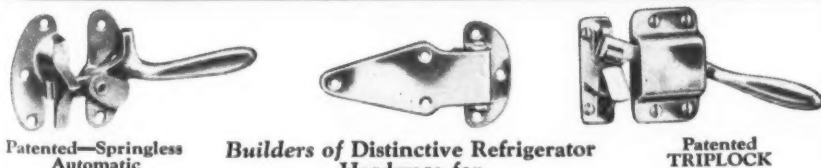
Windsor, Ontario, Canada

Circulating Pumps

The Palmer Direct Connected Centrifugal Pump is the result of long contact with the requirements of the refrigerating machine industry. Compact, efficient, quiet, sturdy,—an ideal pump for brine circulation in sizes of 1/2 to 1 h. p. and normal delivery of 2 1/2 to 25 gals. per minute.

Factory Representative
F. B. Riley and Associates,
320 Beaubien St., Detroit, Mich.

Made by PALMER ELECTRIC COMPANY
1258 Park Place, Detroit, Michigan



Electric Refrigeration

WINTERS & CRAMPTON MFG. CO.

GRAND RAPIDS, MICH.

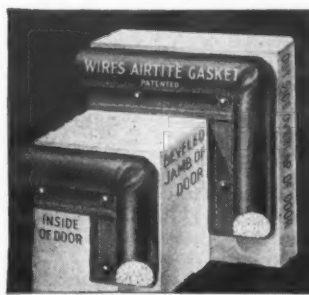
ELECTRO-KOLD

The Simplest Electric Refrigerator

HOME OFFICE AND FACTORY
SPOKANE, WASHINGTON

Wirfs Gasket assures

Electrical Refrigeration Efficiency



An electrical unit can only be as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes mean that any unit will have to operate a greater number of hours to maintain an efficient refrigeration temperature. This means added operating cost.

Wirfs PATENTED "AIRTITE" Gasket

Keeps the cold air in and the warm air out and maintains the proper zone of refrigeration with fewer operating hours. Wide awake dealers have found that it usually clinches the sale. Most manufacturers supply boxes equipped with Wirfs; write us for their names and a sample.

E. J. WIRFS ORGANIZATION, Inc., 135 S. 17th St., St. Louis, Mo.

NEW RECIPES

Kelvinator Issues Home Service Bulletin

The electric refrigerator plays a big part in the preparation of hot weather meals, when the demand is for cooling, appetizing salads and desserts.

Mrs. Katherine G. Cornell, of the Home Service Department of Kelvinator, Inc., has prepared a number of recipes for summer meals, including substantial entrees, chilled salads, and frozen desserts.

As many entrees are moulded in aspic jelly, Mrs. Cornell gives first a basic recipe which will simplify the making of this foundation during warm weather.

Aspic Jelly

1 can consommé or bouillon
1/2 teaspoon salt
2 cups water or enough to make 3 1/2 total cups liquid

3 tablespoons gelatine
Juice of one lemon
1/2 teaspoon celery salt
Dissolve the gelatine in part of the cold water. Heat the consommé, add remaining water, seasonings and gelatine. Stir until gelatine is perfectly melted. Turn into wet molds, either large or small, adding meat, vegetable, or fish, as desired.

Molded Chicken Mousse

1 cup diced cooked chicken
1 cup clear bouillon
3 egg yolks
1 cup whipped cream
1/2 teaspoon salt
1/2 teaspoon paprika
1 chopped pimento
1 tablespoon gelatine
2 tablespoons cold water

Beat the egg yolks and stir into the bouillon, add seasonings and cook in double boiler until thick. Add gelatine, stir well. Pour over chicken and pimento and chill. Fold in the whipped cream and turn into a mold which has been rinsed in cold water. Chill three hours. Serves six persons. Remove from mold to bed of lettuce leaves, and garnish with peas dressed with French dressing.

Any left-over meat, such as lamb, veal or ham, may be used in this recipe.

Tongue Molded in Aspic

1 can bouillon
2 cups water
3 tablespoons gelatine
2 tablespoons lemon juice
1 teaspoon salt
1/2 teaspoon celery salt
3 hard boiled eggs
1/2 pound cooked tongue

Dissolve the gelatine in the water, add to bouillon which has been heated. Add lemon juice, salt, and celery salt. Chill. Line a mold with a quarter inch aspic. Arrange on this a pattern of hard boiled egg slices. When set add a second layer of aspic. Then add layer of tongue and fill the mold with aspic. Chill three hours. Serves six. Remove from mold onto bed of lettuce leaves and garnish with radishes and olives.

Molded Fish Entree

2 cups any canned fish or left-over fish
1/2 cup chopped celery
1 chopped pimento
1 tablespoon lemon juice
1/2 cup heavy cooked mayonnaise
1/2 teaspoon salt
1/2 teaspoon paprika
1 tablespoon gelatine
2 tablespoons cold water

Flake the fish, mix with celery, pimento, lemon juice, salt and paprika. Mix dissolved gelatine with mayonnaise. Turn into a large mold which has been rinsed in cold water or into eight small molds. Chill three hours. Serves eight. Garnish with slices of stuffed olives and watercress which has been marinated with French dressing.

Stuffed Eggs in Aspic

6 hard boiled eggs
3 tablespoons melted butter
1/2 small pimento cheese
1 tablespoon vinegar
1 tablespoon mustard
1/2 teaspoon salt
Dash of paprika
Aspic jelly

Cut eggs lengthwise, and remove yolks. Mash yolks and add other ingredients, blending thoroughly. Refill whites with stuffing. Pour thin layer of aspic into shallow mold. Arrange egg whites on this layer and cover with the aspic. Serve on bed of lettuce and garnish with tomato rings and mayonnaise.

Fruit Salad

2 cups mixed fruit
1 cup whipped cream
1/2 cup cooked mayonnaise
3 tablespoons powdered sugar
2 tablespoons lemon juice
1 teaspoon salt
1 teaspoon gelatine
2 tablespoons cold water

Dissolve gelatine in cold water, and beat into mayonnaise. Combine this mixture with lemon juice, sugar, salt and whipped cream. Stir in the fruit. Pour into Kelvinator tray which has been rinsed in cold water. Chill for three hours. Serves eight.

Cheese Salad

2 packages cream cheese
3 slices pineapple, diced
2 pimento, chopped
3 tablespoons heavy cooked mayonnaise
1 teaspoon lemon juice
1 cup cream, whipped
1 teaspoon salt

Cream the cheese; mix with lemon juice, salt, mayonnaise, pimento and pineapple. Add whipped cream.

Turn into Kelvinator tray which has been rinsed in cold water. Chill four hours. Serves eight. Remove from tray onto bed of lettuce leaves and garnish with olives.

Combination Salad in Mint Jelly

1 package mint jello
1 small cucumber
2 slices pineapple
1 tablespoon lemon juice
1 small grapefruit
1/4 cup sugar
1/4 teaspoon pimento
1 chopped pimento

(Continued on page 13, column 5)

Electric Refrigeration Directory

Section 1—Manufacturers of Electric Refrigerators

For Household or Commercial Use. (See Section 2 for Manufacturers of Cabinets Only. See Section 3 for Manufacturers of Parts and Accessories)

American Engine and Airplane Co., Los Angeles, Cal. Manufacturers of household electric refrigerator and control devices. Ralph M. Burdick is president.

American Engineering Co., Kensington Station, Philadelphia, Pa. Manufacturers of JURNICK commercial, ice cream and soda fountain units. Maxwell Alpern, president; W. V. Santer, vice-president; C. L. Cushman, secretary and treasurer; H. L. Lewis, sales manager refrigeration department; J. G. Worker, general sales manager; H. L. Lewis, sales manager refrigeration; J. M. Combs, advertising manager; E. W. Scharninghausen, purchasing agent; H. A. Peck, works manager; O. A. Johnson, factory engineer.

Audiffren Refrigerating Machine Co., 285 Madison Ave., New York, N. Y.; factory at Jersey City, N. J. Manufacturers of AUDIFFREN electric refrigerators for household and commercial use. E. T. Hargrove, president; K. D. Perkins, vice-president and treasurer.

Baker Ice Machine Co. Inc., 3601 N. 16th St., Omaha, Neb. Manufacturers of BAKER SYSTEM electric refrigeration units for commercial, ice cream and soda fountain use, pumps and compressors, coils.

J. L. Baker, president; Charles Knox, vice-president; F. J. Vette, secretary; C. A. Baker, treasurer; L. W. Morris, sales manager; R. C. Hudson, advertising and sales promotion manager; C. A. Baker, purchasing agent; Charles Knox, chief engineer; J. H. Coesfeld, superintendent.

Belding-Hall Electric Corporation, Belding, Michigan. Manufacturers of ELECTRIC household and commercial refrigerator units. Arthur E. Swanson, president; A. L. Cash, vice-president and general manager; B. F. Hall, vice-president and treasurer; R. H. Hall, vice-president and sales manager; G. D. Weter, secretary; C. W. Coye, advertising manager; D. W. Hamilton, chief engineer and production manager; S. D. J. Dunlop, sales promotion manager.

Brunswick-Kroeschell Co., Jersey Ave., New Brunswick, N. J. Manufacturers of BRUNSWICK commercial electric refrigerators, other control devices.

James W. Johnson, president; Sydney B. Carpenter, vice-president and general manager; Arnold H. Goetz, vice-president and chief engineer; Robert A. Kroeschell, secretary and sales manager; William Carpenter, treasurer; H. Harrison, advertising manager; Walter Jones, production manager.

The Bryant Pattern & Mfg. Co., 702-710 St. Antoine St., Detroit, Michigan. Manufacturers of commercial refrigerating machines of 300 to 400 pounds capacity for ice cream cabinets, butcher display cases, etc., together with compressors, patterns, dies, etc.

A. W. Bryant, vice-president and engineer; E. S. Bryant, secretary-treasurer and manager; A. W. Bryant, purchasing agent; E. J. Mamer, sales and advertising manager; E. S. Bryant, factory manager.

Castle Refrigerating Machine Co., 138 Neal St., Indianapolis, Ind. Manufacturers of complete units for commercial use, 2 to 15 tons; electric refrigeration equipment for ice cream manufacturing; ammonia condensers; brine tanks for commercial use.

O. H. Castle, manager and owner.
Champion Electric Co., division of Champion Shoe Machinery Co., 3711-41 Forest Park Ave., St. Louis, Mo. Manufacturers of CHAMPION ELECTRO ICER machines for household and commercial use, motors, pumps and compressors, condensers and expanders. Geo. A. Dobyne, president; S. A. Dobyne, general manager; Stanley C. Bell, sales and advertising manager; Charles Vogler, purchasing agent; S. A. Dobyne, chief engineer.

Climax Engineering Co., 4th St. at 18th Ave., Clinton, Iowa. Subsidiary of the G. W. Dulany Trust, Chicago, Ill. Manufacturers of CLIMAX electric refrigeration units for household, commercial, ice cream and soda fountain use, pumps and compressors. G. W. Dulany, Jr., president, Chicago, Ill.; E. P. Denkmann, vice-president, Rock Island, Ill.; J. M. Thomsen, secretary, Chicago, Ill.; M. M. Cruise, treasurer, Chicago, Ill.; R. C. Rowan, general manager, Clinton, Iowa; R. L. Alexander, manager refrigeration department; J. N. Palmer, advertising refrigeration department; Walter Johnson, purchasing agent; R. L. Alexander, chief engineer.

Clover-Olson Refrigerator Co., 6551 San Pablo Ave., Oakland, Calif. Manufacturers of CLOVER-OLSON electric refrigerators for household, commercial, ice cream and soda fountain use; pumps and compressors; float valves, automatic pressure controls; ammonia machine to 6-ton capacity. E. F. Clover, president; C. F. Olson, sec.-treas.; D. P. Eicke, vice-president.

Coldak Corp., 8 West 40th St., New York, N. Y. Factories at Springfield, Mass.; Providence, R. I., and Muskegon, Michigan. Manufacturers of COLDKAK electric refrigerators for household and commercial use.

J. H. Pardee, president; A. P. de Saas, vice-president; C. M. Burnhome, vice-president; T. W. Moffatt, treasurer and secretary; E. J. Rock, assistant treasurer; H. B. Brown, assistant treasurer and assistant secretary; J. J. Kehoe, assistant secretary; J. J. West, sales manager; W. R. Wilson, purchasing agent; Hazon J. Smith, chief engineer; Walter Reed, service manager.

Cooke Electric Refrigeration Co., 14-30 N. Green St., Chicago, Ill. Manufacturers of COOKE household, commercial and ice cream cabinets. George J. Cooke, president and treasurer; George J. Cooke, Jr., vice-president; Robert E. Cooke, secretary.

Copeland Products, Inc., Detroit, Mich. Manufacturers of COPELAND commercial and household refrigerators. William Robert Wilson, president; George W. Mason, vice-president; Edwin H. Brown, secretary and treasurer; D. E. Knowles, assistant secretary, treasurer and comptroller; W. D. McElhinny, vice-president in charge of sales; George W. Mason, vice-president and general manager; A. M. Taylor, advertising and sales promotion manager; B. P. Watkins, purchasing agent; Glen Muffly, chief engineer; S. W. Taylor, factory manager; M. B. Ellis, service manager.

Electro-Kold Corp., 151 S. Post St., Spokane, Wash. Manufacturers of ELECTRO-KOLD electric refrigeration units for household and commercial use.

X. L. Anthony, president; L. J. Kimmel, vice-president; E. S. Matthews, secretary-treasurer; C. L. Lewis, general manager; E. S. Matthews, sales manager; H. L. Masterson, advertising manager; D. W. Mather, purchasing agent; L. J. Kimmel, chief engineer.

Everite Products, Inc., Dayton, Ohio. Manufacturers of EVERITE household electric refrigerators and commercial units; water coolers; other control devices. F. C. Geiler, president; B. K. Williamson, vice-president; J. A. Wortman, secretary and treasurer.

The Frigair Company, 1972-1976 Lincoln Ave., Pasadena, Calif. Factories located at Los Angeles, and Inglewood, Calif.

Manufacturer of FRIGAIR household and commercial machines and machines for ice cream and soda fountains, water coolers and thermostats. W. F. Warner, president, general manager, sales promotion manager; T. W. Warner, vice-president; M. L. Warner, secretary and purchasing agent; N. F. Hill, factory manager; D. M. Warner, chief engineer.

Frigidaire Corp., Dayton, Ohio. Subsidiary of General Motors Corporation. Manufacturers of electric refrigerators for household, commercial, ice cream, soda fountain, water coolers and other special applications.

E. G. Biechler, president; R. D. Funkhouser, vice-president; C. F. Kettering, vice-president; H. W. Prior, general sales manager; J. A. Harlan, household sales manager; C. A. Copp, commercial sales manager; E. D. Doty, advertising manager; L. S. Keilholtz, chief engineer; Thos. B. Fordham, works manager.

Fowler Refrigerating Machine Co., Baltimore, Md. Manufacturers of the FOWLER commercial and ice cream and soda fountain electric refrigerating machine.

Fleming B. Fowler, chairman of the board; Elbert Fowler, vice-president and chief engineer; Herbert Schaeffer, secretary and treasurer.

General Electric Co., Electric Refrigeration Dept., Hanna Bldg., 1400 Euclid Ave., Cleveland, Ohio. Factories at Schenectady, N. Y., and Fort Wayne, Ind. Manufacturers of GENERAL ELECTRIC household electric refrigerators; motors for household and commercial machines.

T. K. Quinn, manager; P. B. Zimmerman, sales manager; W. J. Daily, sales promotion manager; L. R. Edwards, advertising manager; C. E. Eveleth, works manager, Schenectady; Walter Goll, works manager, Fort Wayne.

General Necessities Corp., 1560-78 Theodore St., Detroit, Mich. Manufacturers of ABSOPURE FRIGERATORS for household, commercial, ice cream and soda fountain use; water coolers; thermostats.

David A. Brown, president; H. J. Redwood, first vice-president; C. U. Carpenter, third vice-president and general manager; E. E. Von Rosen, secretary and treasurer; W. Peck, secretary; W. M. Cutler, assistant sales manager; E. W. Wentworth, advertising manager; T. F. Moran, purchasing agent; H. C. Hayes, chief engineer; H. D. Dargert, factory manager; T. S. Pendergast, assistant engineer and service manager.

General Refrigeration Co., Beloit, Wis. Factory at South Beloit, Ill. Manufacturers of LIPMAN commercial electric refrigerators; water coolers; condensers and expanders; coils and other control devices.

T. E. Swords, president; J. R. Morash, vice-president and general manager; J. J. Tynool, secretary; George O. Forbes, treasurer; C. A. Pearson, sales manager; W. C. Moore, advertising manager; J. E. Churm, purchasing agent; F. E. Dennison, chief engineer.

Iron Mountain Co., 939-1011 E. 95th St., Chicago, Ill. Manufacturers of ZEROZONE commercial and household electric refrigerators, electric refrigeration units for ice cream, soda fountains, water coolers and other special appliances.

C. E. Jernberg, president; O. H. Anderson, vice-president and general manager; L. C. Keely, vice-president in charge of sales; A. C. Moreland, sales manager; E. C. Lovegren, sales promotion manager; G. G. Hawley, purchasing agent; W. E. Bihl, chief engineer; Nels Anderson, factory manager; R. F. Palley, service manager.

The Iroquois Electric Refrigeration Co., 1500 Arch St., Philadelphia, Pa. Associate of the Barber Asphalt Co. Factory at Buffalo, N. Y.

Manufacturers of IROQUOIS household electric refrigerators; pumps and compressors; condensers and expanders; float valves; other control devices.

Arthur W. Sewall, president; Frank Seamans and C. W. Bayliss, vice-presidents; E. R. Riter, secretary; Ira Atkinson, treasurer; C. W. Bayliss, sales manager; W. F. Hartzell, advertising manager; F. A. Browne, chief engineer; A. L. Bell, works manager.

The Isko Company, 2525 Clybourn Ave., Chicago, Ill. units. F. B. Lay, general manager.

Jack Frost Ice Machine Co., Ltd., 347 Sorauren Ave., Toronto, Canada. Manufacturers of JACK FROST household and commercial electric refrigerators, complete units for ice cream and soda fountain use, water coolers, soft drink cabinets.

John G. O'Brien, president; F. Mayhew, vice-president; G. Argument, secretary and treasurer; John C. O'Brien, general manager; Fred C. Baker, manager of sales; T. L. O'Brien, general superintendent; W. Thornton, assistant superintendent in charge of installation and service.

Keokuk Refrigerating Co., Keokuk, Iowa. Manufacturers of KEOKUK household and commercial electric refrigerators, thermostats; other control devices.

G. E. Weissenburger, president; John Dillon, vice-president; J. O. Boyd, secretary and treasurer; G. E. Weissenburger, general manager and purchasing agent; John Dillon, sales and advertising manager; G. L. Weissenburger, chief engineer.

ANHYDROUS SULPHUR DIOXIDE

Absolute Protection for Refrigeration

ANSUL CHEMICAL COMPANY

MARINETTE, WIS.

REFRIGERATION STAMPINGS

We Specialize in the Design and Manufacture of

ICE CREAM CABINETS

We make them complete or furnish parts separately

Brine Tanks - Cooling Units

Unit Supporting Bases and Perforated Metal Covers

METAL HOUSEHOLD REFRIGERATORS (Complete) OR CAN FURNISH

OUTSIDE STEEL PANELS, INSIDE LININGS, LOUVERED PANELS,

LEGS, ETC., SEPARATELY

We Have a Competent Engineering Staff to Help You

We Solicit Your Inquiries and Specifications

MOTORS METAL MFG. CO. - DETROIT MICHIGAN

Kleen Kold Refrigerators

For Mechanical Refrigeration



Insulated with 2 inches of cork.

Lacquer finish in White or Gray.

White Porcelain or Enamel Interiors.

Several standard stock sizes, permitting quantity production and attractive prices.

Also prepared to build special sizes in large quantities.

HARDER REFRIGERATOR CORPORATION
COBLESKILL, NEW YORK

Kelvinator, Inc., Plymouth Road, Detroit Michigan. Subsidiary of Electric Refrigeration Corp. Factories at Detroit and Grand Rapids, Mich.

Distributors of KELVINATOR electric refrigerators for household and commercial use, NIZER ice cream and soda fountain units and cabinets, LEONARD refrigerator cabinets, water coolers; other special applications.

A. H. Goss, chairman of board (Electric Refrigeration Corp.); C. K. Woodbridge, president; H. W. Burritt, B. A. MacDonald, W. D. Mercer, A. W. Berresford, H. C. Leonard, and H. A. Lewis, vice-presidents; M. Wiley, secretary; C. K. Matheson, director of sales, Kelvinator division; H. A. Sieck, director of sales, Nizer division; August H. Jaeger, sales manager, Leonard division; Gordon W. Kingsbury, director of advertising; A. A. Morell, purchasing agent; C. C. Spreen, chief engineer; E. A. Seibert, service manager; Gordon Muir, Nizer adv. mgr.

Keystone Refrigeration Corp., Beaver Falls, Pa.
Manufacturers of KEYREX household and commercial refrigerator units.
W. B. Atwood, president; J. B. Easter, vice-president; G. W. Kilpatrick, secretary and treasurer; W. B. Atwood, general manager; J. B. Easter, sales manager; H. S. Michael, chief engineer.

The Lamson Co., subsidiary of American Pneumatic Service Co., Syracuse, New York. Manufacturers of ICE MAID household, ice cream and soda fountain machines.

W. F. Merrill, president; H. F. Robinson, secretary; T. S. Dutcher, treasurer; Harry W. Alexander, general manager; S. W. Pierce, purchasing agent; Henry Bruggman, chief engineer; H. L. Hull, service manager.

Lindsay, Hyde & Co., 2130 E. York St., Philadelphia, Pa.
Manufacturers of LIHYCO electric refrigerators for household use; tubing. Wm. Geible, sales manager; Wm. J. Maginnis, chief engineer; John Lindsay, works manager.

Mechana-Kold Corporation, Bay Shore, N. Y.
Manufacturers of electrical household ice machines.

The Merchant & Evans Co., 2035 Washington Ave., Philadelphia, Pa. Factories at Lancaster and Philadelphia, Pa.
Manufacturers of M. & E. household and commercial electric refrigerators. Powell Evans, president; Thomas Evans, secretary and general manager; M. P. Stoney, production manager; S. J. Benn, chief refrigeration engineer.

Michigan Refrigeration Co., Inc., 1600 Monroe Ave., Grand Rapids, Mich. Manufacturers of EL-FRIG-ETTE household electric refrigerator.
Joseph Renihan, president; V. I. Cilley, secretary-treasurer; M. D. Greene, production manager.

Narragansett Machine Co., Vale St., Pawtucket, R. I.
Manufacturers of CHILRITE electric refrigerators for household use.
A. J. Thornley, president; Albert E. Thornley, vice-president; C. A. Bryant, advertising manager.

National Refrigerating Co., branch of Winchester Repeating Arms Co., 125 Munson St., New Haven, Conn.

Manufacturers of ICE-O-LATOR household and commercial electric (and gas operated) refrigerators.
W. A. Tobler, president; E. S. Ensign, vice-president; L. H. Thompson, treasurer (acting sales manager); G. W. Keller, assistant sales manager.

Norge Corp., 670 East Woodbridge St., Detroit, Mich.
Manufacturers of NORGE household electric refrigerator units.
E. E. McCray, chairman of the board; Howard E. Blood, president and general manager; W. C. Rands, vice-president; W. C. Rands, Jr., secretary-treasurer; R. E. Davis, assistant secretary; C. D. Donaven, assistant general manager; A. E. Bottenfield, sales manager; Ira Reindel, chief engineer.

Polarair Electric Refrigerator Co., 1610 North St., Philadelphia, Pa.
Manufacturers of POLARAIR household electric refrigerators, commercial machines, motors for household and commercial machines, tubing, condensers and expanders, other control devices, pressure controls.

L. V. Gillian, president; F. N. Miner, vice-president; R. M. Cook, secretary-treasurer; Chas. J. H. Freeth, sales manager; Joseph Roman, service manager.

Polaris Electric Refrigerator Co., 417 First St., Logansport, Ind.
Manufacturers of POLARIS electric refrigeration machines for household and commercial use; electric refrigeration equipment for ice cream and soda fountain use.

C. H. Canode, president; J. F. McManus, vice-president; C. C. Darnall, vice-president and general manager; C. W. Church, secretary; H. A. Kraut, treasurer; W. P. Arthur, sales manager; John Dubrovin, chief engineer; G. V. Morse, production manager.

Rice Products, Inc., 100 East 42nd St., New York City, and 315 Beaubien St., Detroit, Mich.

Manufacturers of RICE household and commercial refrigerator units and other control devices.

I. L. Rice, Jr., president; T. E. Carpenter, vice-president and general manager; Julian Rice, secretary; James H. Frazier, advertising manager; Frank R. West, chief engineer.

Sanat Refrigerating Co., 331 Madison Ave., New York, N. Y. Factories at York, Pa.

Manufacturers of SANAT household electric refrigeration units.
Paul H. Buch, president; John E. Ericson, first vice-president; Howard M. Groff, secretary and treasurer; Paul H. Buch, general manager; John E. Ericson, production manager; John F. Coulthurst, service manager.

Sanitary Refrigerator Co., Oak Place, Fond du Lac, Wisc.
Manufacturers of SANITARY electric refrigerators for household use.

Savage Arms Corp., Turner St., Utica, N. Y.
Manufacturers of SAVAGE electric refrigerator equipment for ice cream and soda fountain use.

W. L. Wright, president; F. R. Phillips, vice-president; J. H. Cook, secretary; E. A. MacDonald, treasurer; F. F. Hickey, general manager; C. A. Baldwin, manager refrigeration division; R. B. Woolley, advertising manager; J. H. Cook, purchasing agent; F. T. Russell, works manager; W. L. Howlett, service manager; R. W. Ayres, chief engineer refrigeration department.

Servel Corporation, 51 East 2nd St., New York, N. Y. Subsidiary of the Servel Corp. (Delaware). Factory at Evansville, Ind.

Manufacturers of SERVEL household electric refrigerators and electric refrigeration units for commercial, ice cream and soda fountain use.

Frank E. Smith, president; H. P. Childs, vice-president and sales manager; F. S. Fenton, Jr., assistant sales manager; H. W. Foulds, advertising manager; F. P. Nehrbas, factory manager; C. A. Miller, service manager.

Socold Refrigerating Corp., 19 Stewart St., Lynn, Mass. Factories at Lynn and Walpole, Mass.

Manufacturers of SOCOLD household electric refrigerators, pumps and compressors.

Louis M. Atherton, president; Arthur F. Bent, vice-president; Charles H. Nevons, secretary and treasurer; Roy H. Booth, sales and advertising manager; Clem M. Batchelder, purchasing agent; Arthur C. MacIntosh, chief engineer; Clifford E. Porter, service manager; Henry E. Ferris, works manager.

Superior Iceless Refrigerator, Inc., Hanna Bldg., Cleveland, Ohio. Factories at Canton, Ohio.

Manufacturers of SUPERIOR household, commercial, ice cream and soda fountain electric refrigerators, complete, water coolers, pumps and compressors, condensers and expanders.

Chas. A. Kolp, president; Edward L. Frantz, executive vice-president; E. E. Quirk, secretary; Frank Zink, treasurer; W. F. Marr, sales manager; C. E. Yates, sales engineer; George Lee Miller, works manager; J. E. Massey, production manager.

The Triumph Ice Machine Co., branch of The Triumph Electric Corp., 110 E. 70th St., Cincinnati, Ohio.

Manufacturers of TRIUMPH household, ice cream and soda fountain electric refrigerating machines, water coolers; motors for commercial machines; pumps and compressors; condensers and expanders; oil interceptors; ammonia condensers; receivers; brine coolers and ammonia fittings.

J. C. Hobart, president; E. W. Hobart, secretary; G. P. Hunt, treasurer; J. C. Hobart, general manager; J. O. Schultz, sales manager; M. L. Block, purchasing agent; J. O. Schultz, chief engineer; J. L. McClure, works manager.

Universal Cooler Corp., 18th and Howard Sts., Detroit, Mich.

Manufacturers of UNIVERSAL COOLER electric refrigeration units for household, commercial, ice cream and soda fountain uses; water coolers; other special applications; pumps and compressors; condensers and expanders.

Patterson Farmer, president; Ford Ballantyne, vice-president; Albert H. Meinke, secretary-treasurer; A. DeB. Gaines, sales manager; H. R. Christensen, advertising mgr.; Harry Thompson, chief engineer; George Blair, factory mgr.

Ward Electric Refrigerator Corp., Buchanan, Mich.

Manufacturers of WARD household and commercial units and cabinets, pumps and compressors.

L. W. Ward, president; Miles Ayrault, vice-president; H. B. Hutchings, secretary-treasurer; A. Humason, sales manager; E. W. Essman, sales promotion manager; D. B. Church, purchasing agent; Miles Ayrault, engineer; H. Schneckenberger, service manager; M. Clay, factory manager.

Warner Stacold Corporation, Ottawa, Kansas. Division of Warner Steel Products Co.

Manufacturers of STACOLD household and commercial refrigerator units.

C. E. Warner, president; A. L. Kitselman, vice-president; E. L. Warner, secretary and general manager; W. H. Warner, treasurer; G. E. Freeman, sales manager; C. R. Lawson, advertising manager; D. Duffy, chief engineer; W. Judd, production manager; H. K. Pinkerton, service manager.

Wayne Company, Fort Wayne, Indiana.

Manufacturers of electric refrigerators for household and commercial use.

Wayne Company, Fort Wayne, Ind.

Manufacturers of the WAYNE electrical refrigerators for household use, refrigerating machines, oil burners, and domestic water softeners.

W. M. Griffin, president; B. F. Geyer, vice-president; E. A. Zern, treasurer; and C. G. Guild, secretary.

Whitehead Refrigeration Co., 3724 Woodward Ave., Detroit, Mich. Subsidiary of Whitehead & Kales Co.

Manufacturers of WHITEHEAD household refrigerator units.

T. C. Whitehead, president; H. V. Collins, sales manager; J. R. Weeks, H. Greenwald, engineers.

Welsbach Co., Gloucester, N. J. Subsidiary of United Gas Improvement Co.

Manufacturers of WELSBACH electric refrigeration units for household and commercial use; water coolers; other special applications; pumps and compressors; thermostats; chemicals; paint.

Sidney Mason, president; Townsend Stites, vice-president; E. L. Knoedler, vice-president; F. J. Rutledge, vice-president; Paul Thompson, vice-president; G. W. Curran, secretary; I. W. Morris, treasurer and assistant secretary; E. MacMorris, assistant secretary; T. W. MacLary, assistant treasurer, refrigeration division; Howard R. Lukens, general manager; R. R. Thompson, sales manager; A. B. Hatch, manager public utility relations; C. B. Ryan, Jr., manager, service and sales promotion; R. D. Lombard, commercial sales engineer; R. B. Havens, advertising manager; F. A. Wegener, chief engineer; E. L. Knoedler, general superintendent; Whitney Kirk, purchasing agent.

Zero-Aire Corp., 510 N. Dearborn St., Chicago, Ill.

Manufacturers of ZERO-AIRE electric refrigeration units for household, commercial and ice cream and soda fountain use.

W. M. Tippet, president; P. G. Jacobson, vice-president; C. W. Johnson, secretary-treasurer; C. W. Johnson, sales manager; J. H. Kennedy, chief engineer.

(Continued from Page 13, Column 1)

Prepare Jello as directed and chill. Dice cucumber, pineapple, and grapefruit, and mix with lemon juice, salt, and sugar.

Line a mold with a layer of mint Jello. Add a layer of the combination mixture; add a layer of Jello and proceed until the mold is filled. Chill four hours. Serves six. Serve on lettuce leaves and garnish with stiff mayonnaise dressing.

Strawberry Mousse in Macaroon Baskets

2 cups mashed strawberries
1 cup cream, whipped
2 tablespoons lemon juice
1 cup sugar
1/2 tablespoon gelatin
2 tablespoons cold water
18 macaroons

Make a syrup of one cup sugar and 1/3 cup water and cook until it threads. Dip macaroons quickly in syrup and put three macaroons together to form a basket.

Dissolve gelatin in cold water. Add gelatin, lemon juice, and sugar to the mashed berries. Chill. Add whipped cream. Pour into Kelvinator tray and chill for four hours. When ready to serve fill the macaroon baskets with the mousse.

Vanilla Ice Cream

1 cup milk
1/2 cup sugar
2 teaspoons flour
1 egg yolk
1 cup cream, whipped
1 teaspoon vanilla
1 teaspoon gelatin
2 tablespoons cold water
1/4 teaspoon gelatin

Scald milk in double boiler. Mix sugar, flour and salt. Add to milk. Cook until mixture thickens. Add beaten egg yolk and cook two minutes, stirring constantly. Add dissolved gelatin. Chill. Add vanilla and whipped cream. Be careful to thoroughly mix custard mixture and whipped cream. Pour into tray and freeze five hours. Serves six.

For chocolate ice cream add three tablespoons Baker's Cocoa.

Comments Directory Service

"We are glad to note your progressive work in compiling a list of electric refrigeration machinery people."—David L. Fiske, editor *Refrigerating Engineering*, New York, N. Y.

Flintlock Condensers

EFFICIENT ~ ECONOMICAL ~ COMPACT

for

Electric Refrigeration



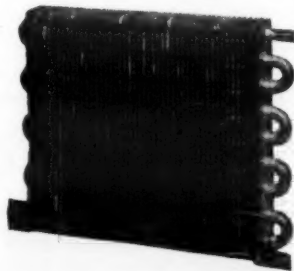
Size of
Core

14" x 19 1/2"

Three rows of
Tubes for
Commercial
Units

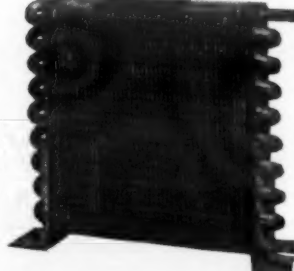


One row of tubes
for household use



Flintlock Condensers can be furnished in any size desired—from the smallest to the largest. Our booklet giving complete data gladly sent on request.

Two rows of tubes
for household units



FLINTLOCK CORPORATION

4461 West Jefferson Avenue :: :: Detroit, Michigan

WHY I LIKE THE ELECTRIC REFRIGERATOR

One of a Series of Interviews the Society
for Electrical Development Has Had
With People Who Speak From
Their Own Experience.

It Saves Time for Woman Who Entertains Club Groups

By Shirley Eleanor Dane

Recently I called upon a professional hostess who entertains about a hundred women daily. She arranges with women's clubs and church and fraternal organizations to hold luncheon meetings at her shop. Her offer includes luncheon, the use of the rooms for cards or business meeting, and a substantial contribution for the treasury of the visiting group. She demonstrates various household products.

There was a beautifully furnished living room at one end, a model kitchen, little nooks containing attractive clothing and dress accessories, and the largest space was taken up by tables, gay with flowers and laid for four guests each. The model kitchen, among other representative fixtures, contained an electric refrigerator.

It Saves Money

When I questioned the hostess as to what she most appreciated in an electric refrigerator, she smiled and said: "Well, confidentially, it saves me so much money!" While formulating a question that would give details on this, for I knew that the perishable items making up the menu—milk, butter, cream and ice cream—were delivered each morning and cared for in the other working kitchen—the hostess pointed outside to the tables.

Keeps Flowers Fresh

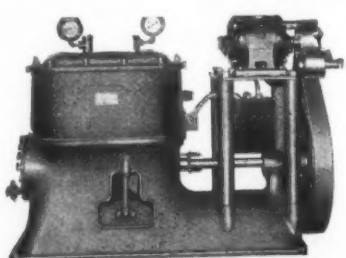
"See all those flowers? Wouldn't you think they were fresh today? My florist's bill used to be tremendous until I discovered, quite by chance, that an electric refrigerator is perfect for keeping flowers from drooping. A grateful group of church ladies not long ago sent me a corsage bouquet on the day following their visit here. As I was going to the theatre in the evening, I hunted for a cool spot to set the box for the day. As an experiment I tried the electric refrigerator, and, do you know, they were perfect when I opened the box that night!"

"Ever since that experience I have one of the maids gather all the flowers before clearing the food from the tables and put them in the refrigerator, where they are kept until just before the luncheon the following day. Now I get fresh flowers twice a week instead of daily, so you see how proud I am of that novel use of the refrigerator. I recommend it to the guests, too, especially if they are giving a series of parties and want beautiful floral appointments each day without extra expense.

What Women Say

"It's interesting to compare the comments and questions that the groups of women ask about the electric refrigerator. There was a time when the first question was always 'Isn't it much more expensive?' I guess advertising and salesmen generally have gone after that question pretty successfully, for now the question that comes first is 'How much servicing does it need?' My reputation for honesty is the thing I treasure most in keeping this shop a successful institution, so I tell about the two calls by refrigerator mechanics in the eighteen months that we've had to have here. Some one always says 'That shouldn't worry anybody.'

"I surely am glad to have an electric refrigerator in this establishment. Don't misunderstand me and think I'm being high-brow when I say it gives atmosphere to the kitchen. By atmosphere I mean that it gives that sense of accuracy and perfection which one finds in a laboratory—and that's my ideal of the kitchen in the home of today."



ELECTRIC REFRIGERATION DISTRIBUTORS AND DEALERS

You need the PEERLESS line of commercial units. PEERLESS units give you a COMPLETE line, ranging from 1 to 10 tons.

Fifteen years of successful manufacturing and merchandising of ice machines are behind the PEERLESS name. Our record warrants your most exacting investigation.

WRITE OR WIRE

PEERLESS ICE MACHINE CO.
503-531 S. Jefferson St.
CHICAGO, ILL.

Electric Refrigeration Directory Section 2

Manufacturers of Electric Refrigeration Cabinets

The Alaska Refrigerator Company, Muskegon, Michigan.
Manufacturers of ALASKA electric refrigerator cabinets.
J. L. Gillard, general manager.

All Sheet Metal Works, 2949 Elston Ave., Chicago, Ill.
Manufacturers of household, commercial, ice cream and soda fountain electric refrigerator cabinets; water coolers; combination ice cream cabinet and bottle cooler; other special applications; brine tanks and bunkers.
P. J. Wanbach, president; L. C. Campbell, secretary and treasurer.

Arlington Refrigerator Co., Inc., Arlington, Vermont.
Manufacturers of ARLINGTON, ARCO and ARCASTONE household electric refrigerator cabinets.
John P. Munn, M.D., president; C. M. Rochester, treasurer; A. M. Johnstone, secretary and manager; A. M. Johnstone, general manager; F. E. Merrill, sales manager; R. R. Casey, factory manager.

The Baldwin Refrigerator Co., Burlington, Vt.
Manufacturers of refrigerator cabinets.
George A. Hall, president; Ernest E. Smith, secretary and manager; H. T. Rutter, treasurer.

Banta Refrigerator Company, Clearfield, Pa.
Manufacturers of BANTA commercial cabinets.
L. A. Banta, president; W. A. Walker, vice-president; J. Lewis Irvin, secretary; F. B. Kerr, treasurer; W. H. Walker, general manager; W. B. McBride, purchasing agent; G. F. Banta, superintendent.

Benjamin Electric Mfg. Co., 128 S. Sangamon St., Chicago, Ill. Factory at Desplaines, Ill.
Manufacturers of CRYSTEEL cabinets for household and commercial electric refrigerators; enameling; refrigerator linings; seamless, porcelain enameled.
R. B. Benjamin, president; J. H. Fall, Jr., vice-president and treasurer; W. D. Steele, vice-president and secretary; P. H. Powers, sales manager; E. A. Drake, works manager; E. D. Pellegrin, engineer refrigeration department.

Bohn Refrigerator Company, 1350 University Ave., St. Paul, Minn.
Manufacturers of BOHN SYPHON cabinets for household electric refrigerators.
G. C. Bohn, president; George von Nieda, vice-president; Harold H. Bohn, advertising executive; R. H. Ames, secretary and treasurer.

Brooks Cabinet Co., Inc., 1028 West 27th St., Norfolk, Va.
Manufacturers of BROOKS CABINETS for household, commercial, ice cream and soda fountain electric refrigerators; water coolers.
C. H. Brooks, president; C. T. Brooks, vice-president; J. N. Taylor, sec.-treas.

Campbell-Shirk Co., 3200-10 Auer Ave., Milwaukee, Wis.
Manufacturers of cabinets for commercial electric refrigerators.
J. W. Campbell, president; R. F. Campbell, vice-president and treasurer; Earl Shirk, secretary; R. F. Campbell, general manager; Harry Buechler, factory manager.

Challenge Refrigerator Co., Grand Haven, Mich.
Manufacturers of CHALLENGE cabinets for household electric refrigerators.
H. F. Harbeck, president; W. F. Harbeck, vice-president; B. F. Harbeck, secretary-treasurer.

Crystal Refrigerator Co., Fremont, Neb.
Manufacturers of CRYSTAL and WHITE-STEEL household and commercial cabinets.
Frank Hammond, president; Earl R. Hammond, secretary; R. E. Hammond, treasurer.

Fairfield Mfg. Co., 82-106 St. John St., Portland, Me. Factories at Portland and Fairfield.
Manufacturers of EVERCOLD household and commercial electric refrigerator cabinets.
Gilbert Oakley, president; W. E. Parsons, treasurer; J. W. Thomas, sales mgr.

Garland Refrigerator Co., Inc., 101 Park Ave., New York, N. Y. Factory at Mt. Vernon, N. Y.
Manufacturers of GARLAND commercial electric refrigerator cabinets.
M. L. Garland, president; B. F. Garland, treasurer; C. F. Garland, secretary.

Gibson Refrigerator Company, 515 W. Williams St., Greenville, Mich.
Manufacturers of GIBSON cabinets for household and commercial electric refrigerators.

John J. Grothe Co., Inc., 5-7 Conn Ave., Zero Bldg., Woburn, Mass.
Manufacturers of ZERO cabinets for electric refrigerators for commercial and ice cream and soda fountain use; water coolers; mechanical refrigerated truck bodies; special cabinets and storage rooms.
James A. Houston, president; Arthur B. Mackay, vice-president; John E. Burke, secretary and treasurer; A. B. Mackay, general manager; Joseph Robbins, factory and service manager.

Harder Refrigerator Corp., Cobleskill, N. Y.
Manufacturers of KLEEN-KOLD electric refrigerator cabinets.
E. S. Ryder, president; F. H. Ryder, vice-president; G. D. Ryder, secretary-treasurer; F. H. Ryder, general manager; H. L. Merrill, sales manager; G. D. Ryder, advertising manager; E. C. Allen, purchasing agent; A. W. Rowley, chief engineer; G. J. Hopkins, works manager.

Haskelite Manufacturing Corp., 133 W. Washington St., Suite 819, Chicago, Ill. Factory at Grand Rapids, Mich.
Manufacturers of PLYMETL AIR-TIGHT household and commercial cabinets and water coolers.
George R. Meyercord, president; James R. Fitzpatrick, secretary; Olin H. Basquin, chief engineer; Frank M. Curran, factory manager.

Heintz Manufacturing Co., Front and Olney Sts., Philadelphia, Pa.
Manufacturers of STEEL PREST household and commercial electric refrigerator cabinets and steel stampings.
L. I. Heintz, president; R. P. Farrington, vice-president and treasurer; F. W. Thacher, vice-president; A. L. Lambert, secretary; W. J. Bryan, sales manager; J. J. Frechter, works manager; W. C. DeMaris, office manager.

Herrick Refrigerator & Cold Storage Co., Commercial Street, Waterloo, Iowa.
Manufacturers of HERRICK household and commercial refrigerators, cabinets for electric refrigeration and water cooling refrigerators.
Nathan Northey, president; Edward N. Northey, vice-president; H. G. Northey, secretary; W. E. Ogle, treasurer; C. A. LaBarre, factory superintendent.

The Hibbard Company, 6504 Euclid Ave., Cleveland, Ohio. Factory at Parma, Ohio.
Manufacturers of cabinets for household and commercial electric refrigerators; beverage cabinets; UTILITY refrigerators.
H. W. Hibbard, president; I. B. Hibbard, secretary.

The Home Products Corp., Jackson, Michigan.
Manufacturers of WHITE FROST and CASTLE household electric refrigerator cabinets.
George H. Hannum, president; H. C. Castle, vice-president; C. B. Castle, secretary-treasurer and general manager; H. A. Matthews, sales manager; G. A. Christman, purchasing agent.

Illinois Refrigerator Co., Morrison, Ill.
Manufacturers of household and commercial electric refrigerator cabinets.
Edward A. Smith, president; F. L. Smith, vice-president and general manager; Harry L. Kirberg, treasurer; Humphrey T. Rendall, secretary; Arthur J. Freer, sales manager.

Jewett Refrigerator Co., 2 Letchworth St., Buffalo, N. Y. Factories at Buffalo, Lackawanna, Bridgeburg, Can.
Manufacturers of JEWETT cabinets for household and commercial electric refrigerators; water coolers and ice makers.
E. B. Jewett, president and general manager; C. D. Wheeler, vice-president and sales manager; R. Jewett, vice-president; H. J. Hedrick, vice-president; B. A. Simon, purchasing agent; R. C. Calkins, works manager.

J. T. Manufacturing Co., 666 Lake Shore Drive, Chicago, Ill. Factory at Nashville, Tenn.

Manufacturers of cabinets for household electric refrigerators.
A. C. Jones, president; Jacob Teller, vice-president and sales manager; L. E. Stephens, secretary-treasurer.

Leonard Refrigerator Company, Grand Rapids, Mich. Subsidiary of the Electric Refrigeration Corp.

Manufacturers of LEONARD CLEANABLE cabinets for household and commercial electric refrigerators.

H. W. Burritt, president; H. C. Leonard, vice-president and general manager; A. H. Jaeger, sales manager; Earl Lines, advertising manager; A. J. Mitchell, purchasing agent; H. L. Pope, chief engineer; Barney DeWitt, factory manager.

Louisville Refrigerator Corporation, 4460 Louisville Ave., Louisville, Ky. Factory located at Highland Park, Ky.

Manufacturers of WHITE SEAL cabinets for household electric refrigerators.
H. S. Milton, president and secretary; H. P. Dowling, treasurer; Geo. W. Grove, sales manager.

L. H. Mace & Co., Inc., 55 East 150th St., New York, N. Y.

Manufacturers of MACE household electric refrigerator cabinets.
Samuel Steinfeld, president; Lew Hutzler, treasurer; Wm. Lurie, secretary; Ralph Redell, general manager.

McCray Refrigerator Sales Corp., Kendallville, Indiana.
Manufacturers of McCRAY household and commercial electric refrigerator cabinets.

E. E. McCray, president; H. McCray, vice-president; J. W. Hart, secretary; R. E. Davis, treasurer; H. M. Stewart (vice-president), general manager; R. J. Rehwinkel, advertising manager; R. J. Misselhorn, southern sales manager; M. A. Drumheller, western sales manager; H. E. Culbertson, central sales manager; H. R. Hawkins, eastern sales manager; W. V. Herr, manager collection department; N. A. Lindvall, special follow-up department manager; G. R. Bangs, branch auditor.

Metz Products Corp., 3051 Rosslyn St., Los Angeles, Calif.
Manufacturers of METZ SUPERINSULATED cabinets for household electric refrigerators.

Walter Metz, president; Edwin H. Metz, secretary-treasurer.

Northey Manufacturing Co., Park Ave. and Bluff St., Waterloo, Iowa.
Manufacturers of NORTHEY household and commercial electric refrigerator cabinets and water coolers.

F. L. Northey, president; Hugh McCartney, general sales manager; A. Snodgrass, factory superintendent.

Ottenheimer Bros., Inc., Fallsway and Hillen Sts., Baltimore, Md.
Manufacturers of OROLE cabinets for household and commercial electric refrigerators; illuminated and non-illuminated refrigerator display cases.

R. E. Ottenheimer, president; B. M. Ottenheimer, vice-president; S. M. Ottenheimer, secretary-treasurer; R. E. Ottenheimer, general manager; L. M. Hess, sales manager; A. T. Golding, advertising and sales promotion manager; J. B. Ottenheimer, factory manager.

Progress Refrigerator Co., branch of Louisville Tin & Stove Co., 621 W. Main St., Louisville, Ky.

Manufacturers of PROGRESS electric refrigerator cabinets.
W. L. Hollis, president; C. C. Cloud, vice-president; C. V. Edmonds, secretary-treasurer.

Reol Refrigerator Co., Hillen and Front Sts., Baltimore, Md. Subsidiary of Ottenheimer Bros., Inc.

Manufacturers of REOL cabinets for household and commercial electric refrigerators; illuminated refrigerator display cases.

Rex Manufacturing Co., Western Ave., Connersville, Ind.

Manufacturers of REX household and commercial electric refrigerator cabinets.

Charles C. Hull, president; M. Lair Hull, vice-president; James H. Heron, secretary-treasurer; Raymond H. Crawford, sales manager; Jos. T. McKinney, advertising manager; Edgar Myers, sales promotion manager; W. O. Hull, purchasing agent; M. R. Hull, factory manager.

Rhineland Refrigerator Company, Rhineland, Wis.
Manufacturers of AIRTITE cabinets for household and commercial electric refrigerators. R. A. Riek, general manager.

Rome Manufacturing Co., Railroad St., Rome, N. Y.
Manufacturers of ROME commercial electric refrigerator and ice cream cabinets; condensers and expanders.

P. C. Thomas, president; Barton Haselton, vice-president; E. L. Spriggs, vice-president; C. P. Drake, secretary-treasurer; P. C. Thomas, general manager; C. P. Drake, sales manager; W. P. Davis, sales promotion and service manager; James Warren, works manager; C. A. Xardell, chief engineer.

Seeger Refrigerator Company, Arcade-Wells Sts., St. Paul, Minn.
Manufacturers of SEEGER electric refrigerator cabinets for household and commercial use.

John A. Seeger, president; Walter G. Seeger, vice-president; G. R. Seeger, secretary-treasurer; John J. Leonard, sales manager; W. G. Seeger, advertising manager; R. S. Ahrens, chief engineers; G. R. Seeger, works manager; T. LaVelle, works manager; R. A. Carlton, service manager.

Valerius Refrigeration Corp., Jefferson, Wis.

Manufacturers of ICE-O-MATIC soda fountain cabinets, luncheonettes and commissary refrigerators.

T. L. Valerius, president; N. J. Braun, vice-president; P. J. Hayes, secretary; O. Roessler, treasurer.

THE WORLD'S greatest producer of Electric Refrigerators selected Ferro to lay out and install their porcelain enameling department.

• Sixteen Ferro furnaces and sixteen Ferro forks and other necessary equipment are producing fine work in huge quantities, at low prices.

Incidentally, Ferro Enamels are used exclusively.

Why don't you use Ferro Equipment and Enamels? In the long run, they cost less.

"Buy from Bob"

THE FERRO ENAMEL SUPPLY COMPANY
Cleveland, Ohio

Electric Refrigeration Directory—Section 3

Parts, Accessories, Materials and Chemicals

Absolute Con-Tac-Tor Corporation, Elkhart, Indiana.
Manufacturers of Mercury CON-TAC-TORS, automatic controls for both refrigeration and oil burner installation.
L. A. M. Phelan, president; Paul W. Petersen, vice-president; R. L. Patrick, secretary; Alex Jager, treasurer; L. E. Koch, chief engineer; J. Zwolanek, sales manager.

Advance Electric Co., 6315 Maple Ave., St. Louis, Mo.
Manufacturers of ADVANCE motors for commercial electric refrigeration machines.
Edward Bretsch, president; A. L. Canavan, vice-president.

Albaugh-Dover Mfg. Co., 21 Marshall Blvd., Chicago, Ill.
Manufacturers of AD gears.
P. A. Mortenson, president; O. Dover, vice-president; F. G. Eppley, vice-president; W. E. Smith, secretary; E. W. Buck, treasurer; O. Dover, general manager; M. T. Welters, purchasing agent; W. R. Schwab, M. E. chief engineer; E. F. Eppley, works manager.

American Radiator Co., Industrial Division, 816 South Michigan Ave., Chicago, Ill. Factories at Springfield, Ill.
Manufacturers of MERCOID controls for domestic refrigeration, float valves, domestic refrigeration units, automatic expansion valves.
C. J. Swan, assistant manager.

Ansul Chemical Co., Marinette, Wis.
Manufacturers of ANSUL chemicals.
F. G. Hood, president; H. V. Higley, secretary; W. R. Giles, chief chemist.

Arcade Mfg. Co., 1212 E. Shawnee St., Freeport, Ill.
Manufacturers of household and commercial refrigerator hardware, hinges, locks, corners, traps, etc.
E. H. Morgan, president; L. L. Munn, vice-president; I. P. Gassman, secretary; B. C. Trueblood, treasurer; L. L. Munn, general manager; I. P. Gassman, sales and advertising manager; T. J. Bordner, purchasing agent.

Armstrong Cork & Insulation Co., 24th St. & Allegheny River, Pittsburgh, Pa. Branch of Armstrong Cork Co. Factories at Beaver Falls, Pa., Camden, N. J., and Seville, Spain.
Manufacturers of corkboard insulation; cork pipe covering.
C. D. Armstrong, president; C. D. Armstrong, Jr., vice-president; C. R. Lyle, vice-president; C. D. Armstrong, Jr., general manager; C. R. Lyle, sales manager; S. L. Barnes, advertising manager; E. E. Baker, purchasing agent.

Atlas Plywood Corp., 934 Park Square Bldg., Boston, Mass. Factories at Stockholm, Me., Greenville, Md., Richford, Vt., Montgomery Center, Vt., Morrisville, Vt.
Manufacturers of ATLAS PLYWOOD refrigerator shipping cases.
R. M. Buck, president; T. R. Winchell, vice-president; E. M. Soucy, treasurer.

Berry Brothers, 211 Lieb St., Detroit, Mich.
Manufacturers of BERRYLOID LACQUER LIONOIL, enameling, rust-proofing materials, varnishes and stains.
F. L. Colby, president; W. R. Carnegie, vice-president; George V. Blenkarn, treasurer; F. L. Colby, Jr., secretary.

Bush Mfg. Co., 100-110 Wellington St., Hartford, Conn.
Manufacturers of condensers and expanders.
Richard J. Goodman, president; James W. Hatch, treasurer; Edw. M. Flannery, assistant secretary; James W. Hatch, general manager; Charles W. Cooksley, production manager; Edward M. Flannery, purchasing agent.

Cork Import Corp., 345 W. 40th St., New York, N. Y. Factories at Port Newark, N. J., Palafrugell, Spain, Palamos, Spain.
Manufacturers of NOVOID corkboard, NOVOID cork covering.
H. H. Strauss, president; W. C. Landeck, vice-president; T. N. Word, secretary and treasurer; J. H. Stone, general sales manager; Wm. F. Grupe, chief engineer.

The Domestic Electric Co., 7209 St. Clair Ave., Cleveland, Ohio.
Manufacturers of DOMESTIC motors for household and commercial electric refrigerators.
C. A. Duffner, president; M. H. Spielman, vice-president; A. N. Kellogg, treasurer; C. A. Duffner, general manager; E. S. Sabin, sales manager; M. W. Phelps, purchasing agent; J. D. Cole, chief engineer; W. H. Poesse, works manager.

E. I. DuPont de Nemours & Co., Inc., Chemical Products Division, Parlin, N. J.
Manufacturers of chemicals, paint, DUPONT DUCO and varnish, finishing materials.

D. A. Ebinger Sanitary Mfg. Co., 180 Lucas St., Columbus, O.
Manufacturers of EBCO water coolers.
D. A. Ebinger, president; D. H. Ebinger, vice-president and general manager; H. H. Luekart, secretary; D. A. Ebinger, treasurer; H. H. Luekart, sales manager; A. E. Smith, refrigeration department sales manager; J. A. Tharpe, purchasing agent.

Electrical Testing Laboratories, 80th St. and East End Ave., New York, N. Y.
John W. Lieb, president; C. H. Sharp, Ph.D., vice-president and technical director; Preston S. Millar, general manager; F. Malcolm Farmer, M. E. chief engineer; Norman D. MacDonald, sales manager.

Excelsior Motor Mfg. & Supply Co., 3701 Cortland St., Chicago, Ill.
Manufacturers of EXCELSIOR household and commercial electric refrigeration units, pumps and compressors, control devices, drop-forged flanged valves and fittings for ammonia service.
Ignaz Schwinn, president; Frank W. Schinn, vice-president and general manager; J. M. Grossmith, secretary; Ignaz Schwinn, treasurer; M. W. Crawford, sales manager, refrigerator division; Gid Haynes, sales manager; Wesley G. Paulson, advertising manager; J. E. Anderson, purchasing agent; A. P. Anderson, chief engineer, refrigeration division; D. E. Rutishauser, manager, service engineering department.

Federal Asbestos & Cork Insulation Co., 931 30th St., Milwaukee, Wis.
Manufacturers of FEDERAL cabinets for household and commercial electric refrigerators.
Charles Dieringer, president.

Federal Gauge Co., 564 W. Adams St., Chicago, Ill.
Manufacturers of thermostats and other control devices.
L. H. Van Ness, president; J. W. Owens, vice-president, Chicago office; N. J. Allaben, vice-president, New York office; M. Howard, vice-president, San Francisco office; W. C. Capen, vice-president, St. Louis office; E. J. Hollard, secretary; F. W. Peterson, treasurer.

Fedders Mfg. Co., Buffalo, N. Y.
Manufacturers of water coolers; other special applications; tubing; condensers and expanders; thermostats; float valves and other control devices; brine tanks; freezing units; expansion valves; liquid receivers; filters; strainers; trays and grids.
L. F. Fedders, president; J. M. Fedders, vice-president; C. W. Fedders, vice-president; T. C. Fedders, treasurer; H. M. Yeager, vice-president; H. L. Heitzman, secretary.

Fidelity Electric Co., 331 N. Arch St., Lancaster, Pa.
Manufacturers of FIDELITY motors for household and commercial electric refrigeration machines.

Flintlock Corp., 4461 Jefferson Ave. W., Detroit, Mich.
Manufacturers of FLINTLOCK condensers and expanders.
C. H. L. Flintermann, president; John Karmazin, vice-president; Elis L. Larson, sales manager.

Goodnow & Blake Mfg. Co., 3840 Beaver St., Detroit, Mich.
Manufacturers of thermostats, suction controls, high pressure cut-outs and other control devices; shaft seals and floats.
Geo. J. Korte, president; A. F. Korte, vice-president; E. B. Goodnow, secretary and treasurer; Manuel Lassen, consulting engineer.

The International Nickel Co., Inc., 67 Wall St., New York, N. Y. Factories located at Huntington, W. Va.
Manufacturers of INCO Monel Metal sheet, strip, rod, castings, screws, bolts, rivets, etc.
J. F. McNamara, salesmanager Monel Metal and Roller Nickel Department.
Kulair Corp., Industrial Bldg., Preston St. and Brentwood Ave., Baltimore, Md.
Manufacturers of condensers and expanders, and thermostats.
Phillips F. Lee, president; W. W. Moss, vice-president and treasurer; Frank C. Brady, secretary; A. J. Kusel, G. W. Gail, engineers.

Marathon Electric Mfg. Co., Wausau, Wis.
Manufacturers of MARATHON "OK" motors for electric refrigerators.
J. S. Alexander, president; A. P. Woodson, vice-president; L. H. Wheeler, treasurer; L. H. Wheeler, general manager; J. W. Kapus, sales and advertising manager; W. N. Baldwin, purchasing agent; R. O. Gilburg, superintendent.

McCord Radiator & Mfg. Co., East Grand Blvd. and Riopelle St., Detroit, Mich. Factories at Detroit, Plymouth, Ind., and Walkerville, Ont.
Manufacturers of tubing, condensers and expanders, enameling, gaskets, diaphragms, stampings (steel, brass and copper).
A. C. McCord, president; C. R. Hammer, vice-president and treasurer; Morril Dunn, vice-president in charge of sales; P. L. Barter, vice-president in charge of sales; E. O. Bodkin, advertising manager; J. Cooper, purchasing agent; J. Harris, chief engineer; R. M. Hyde, engineer; C. W. Owston, vice-president and works manager; F. W. Hicks, factory manager.

Motors Metal & Mfg. Co., 5963 Milford Avenue, Detroit, Michigan.
Manufacturers of metal household and commercial refrigerators, ice cream cabinets, brine tanks, cooling units, inside linings, louvered panels, perforated metal covers and unit supporting bases.
Robert R. McMath, president; George D. Shanahan, general manager; Nelson C. Johnson, secretary and treasurer; Ferris B. Fick, general sales manager; R. M. Halsted, assistant to general sales manager; George W. Burke, assistant sales manager; E. J. Sullivan, factory manager; Vincent Corrado, chief engineer; James Eastin, production manager; R. H. Hall, purchasing agent.

Mueller Brass Co., 1925 Lapeer Ave., Port Huron, Mich.
Manufacturers of tubing.
O. B. Mueller, president and general manager; F. L. Riggins, secretary and sales manager; R. W. Peden, treasurer; Robert Mueller, vice-president (Dacatur, Ill.); Reuben Levine, advertising manager; H. A. McDermott, purchasing agent; C. A. Hill, chief engineer; D. E. Lindquist, superintendent.

F. W. Niebling & Co., 406 Elm St., Cincinnati, Ohio.
Manufacturers of NIEBLING patent plate valves for all makes of compressors and ice and refrigerating machinery.

The National Cooper & Smelting Co., 12120 Euclid Ave., Cleveland, Ohio. Factory at 1895 Colman Road, Cleveland.
Manufacturers of brass and copper seamless tubing.
H. L. Smith, president; H. F. Taylor, vice-president; Homer B. Smith, secretary; C. L. Smith, treasurer; H. B. Smith, general manager; George Staffeld, factory manager.

The Ohio Electric and Controller Co., 5900 Maurice Ave., Cleveland, Ohio.
Manufacturers of OHIO electric motors.
F. W. Jessop, president; A. D. Walter, vice-president; C. Whittier, secretary and treasurer; P. H. Diver, sales manager.

Penn Electric Switch Co., 306 Twelfth St., Des Moines, Iowa.
Manufacturers of thermostats and other control devices, high and low pressure safety switches, pressure-vacuum operated control switches.
Albert Penn, general manager and sales manager; Ralph Penn, advertising manager; M. D. Disisway, factory manager.

Refrigeration Products Co., 670 E. Woodbridge St., Detroit, Mich.
Manufacturers of rotary compressors.
John C. Schott, president; Ray E. Davis, secretary-treasurer.

The Roessler & Hasslacher Chemical Co., 709 Sixth Ave., New York, N. Y. Factories at Niagara Falls, N. Y., Perth Amboy, N. J., St. Albans, W. Va.
Manufacturers of Arctic (Methyl Chloride), Ethyl Chloride.
W. A. Hamann, president; H. R. Carveth, first vice-president; P. Schleussner, second vice-president and secretary; Albert Frenkel, treasurer; Milton Kutz, sales manager; T. Coyle, service engineer.

The Rome-Turney Radiator Company, Rome, New York.
Manufacturers of HELICALFIN condenser tubes, refrigeration condensers, stampings of copper and brass, trays, grids, liquid receivers, brine tanks, etc.
W. L. Lynch, president and treasurer; J. J. Baylan, secretary.

Sherer-Gillett Co., 1701-09 S. Clark St., Chicago, Ill. Factories at Marshall, Mich.; Herkimer, N. Y., and Guelph, Ontario.
Manufacturers of freezer display and storage cases.
S. J. Sherer, president; R. P. Sherer, vice-president; Edw. Cohn, secretary-treasurer; W. R. Featherstone, sales manager; W. T. Sherer, production manager.

Stow Mfg. Co., Inc., 443 State St., Binghamton, N. Y.
Manufacturers of motors for commercial electric refrigerator machines, grinders for interior cabinet work, grinders for lap and electric wells.
C. F. Hotchkiss, president; D. Walker Wear, vice-president and treasurer; C. E. Hotchkiss, secretary; D. Walker West, general manager; Jas. P. Dickinson, factory manager.

United Cork Companies, Grant Ave., Lyndhurst, N. J.
Manufacturers of CRESCENT corkboard insulation.
Edward Bose, president; Edwin J. Ward, secretary; Peter Binzel, Jr., treasurer; L. T. Sibley, sales promotion manager; Q. J. Schwarz, superintendent.

Virginia Smelting Co., West Norfolk, Va.
Manufacturers of chemical, extra dry Esotoo; sulphur dioxide (anhydrous).
W. E. C. Eustis, president; A. H. Eustis, vice-president; F. A. Eustis, secretary.

Wagner Electric Corp., 6400 Plymouth Ave., St. Louis, Mo.
Manufacturers of motors for household and commercial electric refrigerators.
P. B. Postlethwaite, president; A. H. Timmerman, vice-president; G. L. Evans, vice-president; J. W. Wescott, secretary; V. W. Bergenthal, treasurer; E. H. Cheney, sales manager; E. A. Forkner, small motor sales manager; J. B. Eby, purchasing agent; G. A. Water, chief engineer; G. B. Evans, general superintendent; J. H. Devor, service manager.

Western Automatic Machine Screw Co., Elyria, Ohio.
Manufacturers of screw machine products for use in the manufacture and assembly of electric refrigerators, standard cap and set screws, semi-finished nuts, studs and taper pins.
B. C. Franklin, vice-president and general manager; F. H. Bryant, secretary; C. H. Smith, treasurer; R. D. Oldfield, sales manager; F. H. Bryant, purchasing agent.

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
Manufacturers of motors for commercial machines.
C. D. Kester, Synchronous motor section, motor apparatus sales.

E. J. Wirfs Organization, Inc., 135 S. 17th St., St. Louis, Mo.
Manufacturers of Wirfs AIRTITE cushion gasket; home comfort weather-strip.
E. J. Wirfs, Sr., president; A. H. Smith, vice-president; E. J. Wirfs, Jr., secretary-treasurer; A. H. Smith, director of sales; E. J. Wirfs, Jr., advertising manager; R. A. Tris, purchasing agent; Geo. H. Jaromack, factory manager.

Wolfe Engineering and Mfg. Co., 1408 Vernon St., Harrisburg, Pa.
Manufacturers of compressors and electric refrigeration equipment.
F. S. Wolfe, president.

Wolverine Tube Co., 1411 Central Ave., Detroit, Mich.
Manufacturers of copper tubing and coils.
Chas. C. Limbocker, president; Harry J. Hooks, secretary and treasurer.

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WOLVERINE
SEAMLESS COPPER AND BRASS TUBING

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We save both! — because — we have previously prepared graphic charts showing patent situations covering Electric Refrigeration. We can assist you direct or work with your patent attorneys in making charts of your patent situation. We can save you both time and money.—Correspondence invited.

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NEW YORK CITY

Club Rates

Manufacturers, Distributors and Dealers are invited to enroll members of their organizations as subscribers to Electric Refrigeration News in clubs of ten or more at the special rate of 75 cents per year each (\$7.50 for ten). Papers will be sent to one address or mailed individually as desired.

Electric Refrigeration News

554 Maccabees Bldg.
Detroit, Mich.

NEW BOOKLET AND LEAFLETS

Savage

The Savage Arms Corporation, Utica, N. Y., offers a (8 x 11) four-color folder describing the "Savage Mercury Refrigeration Machine and Cabinet for Preserving Ice Cream." With this folder was a two-page letter insert containing a complete description of the Savage system.

Seeger

The Seeger Refrigerator Co., St. Paul, Minn., has issued two small folders: "The Seeger Chitray" and "The Seeger Vegetable Storage Compartment."

Ice Maid

The Lamson Company, Syracuse, N. Y., manufactures of Ice Maid electric refrigeration, offers an attractive 24-page booklet entitled, "The Magic of Frost Crystals." This booklet contains many illustrations and a number of recipes from the Ice Maid cook book. A small folder describing a number of cabinets designed for the Ice Maid machine has been received.

Iroquois

The Iroquois Electric Refrigeration Company, 1600 Arch Street, Philadelphia, Pa., has issued a (4x7) booklet, in four colors, containing a list of chilled and frozen delicacies that offers a variety of complete menus, from hors d'oeuvres to desserts and ice creams. The frozen dishes are illustrated in natural colors. The recipes were prepared by Lily Haxworth Wallace, lecturer and writer on Home Economics. A 16-page booklet, illustrating the Iroquois Sanitor cabinets, and two descriptive folders, have been issued.

Monel Metal

The International Nickel Co., 67 Wall Street, New York City, has recently issued a small pamphlet entitled "The Monel Metal Primer," containing a description of the manufacture and uses of monel metal.

Electrical Testing Laboratories

The Electrical Testing Laboratories, 80th Street and East End Ave., New York City, sends a leaflet entitled, "The Fractional Horsepower Single-Phase Motor Situation," giving the recommendations of the Joint Committee of motor manufacturers held at Detroit March 3, 1927, relative to specifications and limitations adopted by the committee "for single-phase motors which start and stop frequently, have comparatively long-hour operation, and use considerable energy, such as on refrigerators and oil burners."

A folder (8 x 11) has also been received, advocating a laboratory of the electrical industry. Two editorials from the *Electrical World* favoring such a plan are reproduced, and four suggestions for the same plan are given. The activities for which the Electrical Testing Laboratories has served as testing agent are also listed.

Welsbach

The Welsbach Company, Gloucester, N. J., has recently issued a very attractive 28-page brochure (9 1/4 x 12 1/4), entitled "Electric Refrigeration's Fourth Dimension." The explanatory notice states that the booklet has been prepared for those executives who are interested in the "higher mathematics" of electric refrigeration as they relate to administration profits and good will. Part I is devoted to discussion of the "Fourth Dimension," which is the projection of maintenance cost. Part II contains a brief discussion of the Welsbach features, plus the portraits of the Welsbach cabinets. A folder has also been received from this company entitled, "The New Principle of Low Pressure Electric Refrigeration by Welsbach."

Nizer

The Nizer Corporation, Detroit, Mich., offers a (8 1/2 x 11) booklet, on automatic electric refrigeration, describing the manufacture and features of Nizer ice cream cabinets. Two leaflets have been received, entitled "Here is a Great Money-Maker" and "The New Model E and Bottle and Ice Cream Combination Nizer Electric Cabinets."

Herrick

The Herrick Refrigerator Company, Waterloo, Ia., has recently issued a two-color folder entitled, "The New Herrick Refrigerators—For Electrical Refrigeration—Beauty and Service." The folder contains a description, prices and specifications of the new models.

Leonard

The Leonard Refrigerator Company, Grand Rapids, Mich., offers a well illustrated booklet, entitled "Leonard Commercial Refrigerators for Use With Kelvinator." The different models are pictured as well as described. A small folder, entitled "Keep the Cold In and the Heat Out," and a pamphlet, "My Booklet—On the Selection and Care of Refrigerators," by C. H. Leonard, have also been received.

Servel

The Servel Corporation, New York City, has issued a special N. E. L. A. portfolio containing separate sheets, each one illustrating and describing a different Servel model. The Servel Refrigerators—house organ—for June was designated as the N. E. L. A. Convention Number, and has been received along with a small folder, entitled "Servel Presents the Duplex in Steel Cabinets." The Electrolux Servel Corporation offers an attractive (9 x 12) booklet, entitled "The Gas Refrigerator," and a pamphlet, entitled "The Flame That Freezes," describing Servel gas-fired absorption type refrigerator.

Kelvinator

The Kelvinator Corporation, Detroit, Mich., sends the two pamphlets, "Kelvination—The Way to Better Living" and "Sure! I'm Sold." The broadside, "Kelvination in Just a Few Hours," and the leaflet, "Two New Models," and the four-color leaflet, "For Convenience, Economy and Health," have been received.

Frigidaire

Frigidaire Corporation, Dayton, O., has issued two booklets dealing with electrical refrigeration for residential apartments. One pictures dozens of apartment houses, located in cities from coast to coast, which have Frigidaire equipment. The smaller book lists by state and city all apartment buildings so equipped.

Another of the recent publications of this company is "Facts Plus Evidence," a booklet made up almost entirely of letters from users of Frigidaire. A second publication of the same kind, called "What Frigidaire Users Say," is made up of letters from commercial users, and includes a directory of the central distributing points of the company.

A folder from this company illustrates the newest addition to its line and a second folder is entitled "Suppose You Suddenly Decided to go to Town." A 24-page booklet pictures equipment designed to satisfy every commercial refrigeration requirement. Still another, in four colors and highly illustrated, stresses the household uses and advantages.

Perolin

A small folder telling of Formet, a product of the Perolin Company of America, has been received. Formet is a mineral liquid for the protection of the equipment of ice and refrigeration plants. It produces a film on the surface of metals, immunizing them against oxidation pitting, corrosion, or sedimentation.

Electro-Kold

"They say this about Electro-Kold" is the title of a small folder publishing testimonials of users of this make of electric refrigerator, and also picturing homes and apartments where they are in use.

Steelprest

The Heintz Manufacturing Co., Front and Olney Avenues, Philadelphia, Pa., has issued a small folder entitled, "A New Kind of Refrigerator Cabinet," describing their one-piece steel cabinet that is now being manufactured.

Dupont

The chemical products division of the E. I. du Pont de Nemours & Co., Parlin, N. J., offer a loose-leaf booklet on "Finishes for Metal Refrigerators—Materials and Specifications." Copies will be forwarded to manufacturers of metal refrigerators upon request.

HOW DRY ICE IS MADE AND USED

Chemical Processes in Producing New Refrigerant Explained

Solid Carbon Dioxide Refrigeration. D. H. Killeffer. *Industrial and Engineering Chemistry*, February, 1927.

The following article is based on a review published in *Refrigerating Engineering*, June, 1927, which was taken from the original and from the Siebel Technical Review, 2, 1, 1, April, 1927.

"The steps in the manufacture of solid carbon dioxide in marketable form consist of (1) the preparation of pure gas, (2) its compression into a liquid, taking advantage of the heat absorbed thereby, to convert part of it to a snow, and (3) the compression of the snow into more or less dense blocks for use."

Commercially, carbon dioxide manufacture begins with the burning of coke under a steam boiler, designed to withstand high temperatures. The steam generated by this boiler operates the engines driving the compressors, blowers, circulating pumps, and other equipment required in the subsequent process. From the furnace the flue gases are conducted through an economizer, which they leave at about 150° C., containing at this time 17 to 18 per cent carbon dioxide, and 1 or 2 per cent of oxygen, with inert gases. At this point the gas mixture is scrubbed to remove impurities and to cool further.

The cool mixture is then pumped to absorbers through which a 10 per cent sodium carbonate solution trickles. This, in contact with the gases, is 70 per cent converted to sodium bicarbonate, which is then heated to about 115° C. At this temperature carbon dioxide of a purity approximately 99.9 to 99.95 is produced.

The pure carbon dioxide is cooled to remove water, and is then conducted to the compressors, where it is liquefied at a pressure of 1,100 pounds to the square inch. The liquid is run into cylinders for storage or shipment, or it is converted into snow in the evaporators.

Hand labor is used only in tending fires and in handling the cylinders, the whole process up to this time being practically an automatic one.

"The liquid carbon dioxide in cylinders has an average market value of 10 cents per pound (as shown by Census Bureau surveys), but this price is made up of a large item of cost, carriage and depreciation on the heavy cylinders in which it is shipped, in addition to the manufacturing costs of the material. . . . In the form of compressed cakes of snow, this charge for cylinders is completely obviated, and the tare weight of the balsa wood boxes in which the solid is shipped is comparatively small." The balsa wood container shows an evaporation loss of not more than ten pounds per day for five days.

Solid carbon dioxide is obtained by cooling the liquid well below its critical temperature and by increasing the pressure beyond the critical point. This solid has two advantages which make it commercially competitive with water ice, and its value as a refrigerant is based on these advantages, the first of which is that a dry gas is produced direct and there is no liquid phase, carrying with it potential cooling capacity, to be drained away. Its second advantage is in absorbing approximately 152 calories per gram in passing from the pressed cake to a gas, while water ice absorbs only 80 calories per gram, considering the temperature of each 0° C.

As a refrigerant the evaporation of solid carbon dioxide directly to a gas is of special value, as it carries into the refrigerated space dry, fresh, pure, cold, harmless gas which overflows by vents which prevent heat leakage. Each pound of snow makes about eight cubic feet of gas.

There is no accumulation of odors in stale air as in the ordinary water ice refrigerator, nor is there the loss caused by the melting of water ice, since it must remove heat at the lowest feasible temperature differential.

"In the transportation of ice cream between New York and Philadelphia, experience has shown that 200 pounds of solid carbon dioxide replaces 3,000 pounds of water ice and 600 pounds of salt, an efficiency ratio of 15 to 1."

Seventeen thousand pounds of water ice and one-tenth that weight of salt are ordinarily used in shipping a carload of fish from New York to Detroit. The same quantity of fish may be shipped over the same route in a frozen condition with the use of 1,200 pounds of solid carbon dioxide. An additional advantage is the fact that the dry ice is all loaded at the beginning of the trip.

J. J. Dawson Acquires Control of Philadelphia Distributorship

A recent announcement issued by Paul I. Harper states that his former control of the Electric Refrigerator Co., 1727 Chestnut Street, Philadelphia, distributors for Absopure Refrigerators, has passed to J. J. Dawson. Mr. Dawson has been manager of the company since it was started.

CLASSIFIED COLUMN

Note: Replies to advertisements with "box numbers" should be addressed to Electric Refrigeration News, 554 Maccabees Bldg., Detroit, Michigan.

Advertising rates for this column only: Positions wanted 40 cents per line for one insertion, \$1.00 per line for three insertions. All other classifications, 50 cents per line for one insertion, \$1.25 per line for three insertions.

POSITIONS WANTED

Refrigeration Engineer will design and build for reliable concern a belt driven or direct connected household ice machine that is efficient, compact and positively quiet. Or I can improve your present machine by eliminating oil pumping, seal troubles, noisy expansion valves, etc. Well acquainted with patent situation. Address Box 36.

CHIEF ENGINEER available. Long experience with Frigidaire, Servel, Nizer, Copeland, and as consulting engineer to numerous other manufacturing companies. Hold valuable patents on controls and seals. Want a hard job with problems to solve and with opportunity and authority to accomplish results. Address Manuel Lassen, 3840 Beaver St., Detroit, Mich.

Advertising man at present contacting with electric refrigeration industry desires connection with agency or advertising department of manufacturer. Know facts and data about this rapidly growing industry which are of definite value. Address Box No. 40.

Executive position open to capable man in established Canadian Electric Refrigeration Company. Must be able to invest ten to twenty thousand dollars. Will bear fullest investigation. Apply in first instance to box No. 38, Electric Refrigeration News.

D. P. HEATH & CO.

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ORGANIZATION
1362 Monadnock Bldg. Chicago, Ill.



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at

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OVERSTOCKED

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These cabinets in white and gray, exceptional construction—2 inches sheet cork—very well insulated; made especially for mechanical refrigeration; fine appearance.

22 Bohn, porcelain interior and exterior, all sizes.

31 Seeger, porcelain interior, wood exterior.

100 White Mountain, enamel interior, wood exterior, 5 cu. ft. food space.

70 Of special moderate priced wood cabinets, 7 1/2 cu. ft. food space.

The prices will offer you splendid opportunity for "leader" sales. A letter or wire will bring full information. Box Electric Refrigeration News, 554 Maccabees Building, Woodward Ave. and Putman St., Detroit, Michigan.

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United States: ☐ \$1.00 per year ☐ Three years for \$2.00.

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☐ NOTE: If it is inconvenient for you to enclose payment with this order, check this square and invoice will be mailed. Do it now, while you have the blank before you. It will save the time and trouble of writing a letter and you will be sure to get the next issue.